RJR Account Analysis

319 Frmy F

SAM'S CLUB - BUFFALO REGION (16XX)

1ST QTR 97 THROUGH 4TH QTR 97

Chain ID: # of Stores: 9501-00-00

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RJR Responsibility: MARTY WASHBURN

AIM Data	4-4-04-07			12-4 04-07			2014	12ml Ott 07			SOM	4th Qtr 97			2014	TOTAL O		
	1st Qtr 97			2nd Qtr 97				3rd Qtr 97							SOM	TOTAL 9		
	Carton			Carton			Diff vs.	Carton			Diff vs.	Carton			Diff vs.			Carton
<u> </u>	Volume	SOC	SOM	Volume	SOC	<u>SOM</u>	Prev.	<u>Volume</u>	SOC	<u>SOM</u>	Prev.	<u>Volume</u>	<u>soc</u>	<u>SOM</u>	Prev.	∥ <u>soc</u>	<u>SOM</u>	Volume
<u>Industry</u>								<u> </u>			1					 ,		
Full Price	236,271		72.87%	211,357		78.22%	+5.35%	149,960	· .	81.35%	+3.13%			80.01%	-1.34%		77.30%	726,944
Brd. Savings	87,194		26.89%	58,288		21.57%	-5.32%	34,337	349 J. C.	18.63%	-2,94%		1000	19.68%			22.50%	211,642
PL/BW	780	-	0.24%	561	·	0.21%	-0.03%		t destrict in	0.02%	-0.18%			0.31%			0.20%	1,879
Total Savings	87,974	11.1	27.13%	<i>58,849</i>		21.78%	-5.35%	34,379		18.65%	-3.13%	32,319		19,99%	+1.34%	<u> </u>	22.70%	213,521
Total	324,245		100.00%	270,206		100.00%		184,339		100.00%		161,675		100,00%]		940,465
RJR		SOC	SOM		SOC	<u>SOM</u>	SOM DIF		SOC	<u>SOM</u>	SOM DIF	1	SOC	<u>SOM</u>	SOM DIF	soc	<u>SOM</u>	<u>-</u>
RJR Full Price	40,092	16.97%	12.36%	37,347	17.67%	13.82%	+1.46%	23,282	15.53%		-13.82%	20,089	15.53%			16.62%	12.85%	120,810
RJR Brd.Sav	11,072	12.70%	3.41%	5,647	9.69%	2.09%	-1.32%	1,973	5.75%		-2.09%	2,116	6.65%			9.83%	2.21%	20,808
RJR PL/BW		i	·	-20	-3.57%	-0.01%	-0.01%									-1.06%	0.00%	-20
RJR Tot Savings	11,072	12.59%	3.41%	5,627	9,56%	2.08%	-1.33%	<u>1,973</u>	5.74%		-2.08%	2,116	6.55%			9.74%	2.21%	2 0 ,788
		SOC	SOM		soc	SOM			SOC	SOM			soc	SOM		soc	SOM	
Total RJR	51,164		15.78%	42,974		15.90%	+0.12%	2 5,255		13.70%	-2.20%	22,205		13.73%	+0.03%		15.06%	141,598
Carnel Ex Reg	10.374	4.39%	3.20%	10.140	4.80%	3.75%	+0.55%	5,241	3.49%	2.84%	-0.91%	4,077	3.15%	2.52%	-0.32%	4.10%	3.17%	29,832
Winston	16,903	7.15%	5.21%	16,502	7.81%	6.11%	+0.89%	9,273	6.18%	5.03%	-1.08%	8,559	6.62%	5.29%	+0.26%	7.05%	5.45%	51,237
Salem	6,095	2.58%	1.88%	4.842	2.29%	1.79%	-0.09%	3.994	2.66%	2.17%	+0.37%	3,435	2.66%	2.12%	-0.04%	2.53%	1.95%	18,366
Doral	7,836	8.91%	2.42%	3,982	6.77%	1.47%	-0.94%	1,422	4.14%	0.77%	-0.70%	1,522	4.71%	0.94%	+0.17%	6.91%	1.57%	14,762
PHILIP MORRIS	168,172		51.87%	145,791	j	53.96%	+2.09%	103,511		56.15%	+2.20%	90,749		56.13%	-0.02%		54.04%	508,223
LORILLARD	29,431		9.08%	27,749		10.27%	+1.19%	20,913		11.34%	+1.08%	18,350	i	11.35%	+0.01%		10.25%	96,443
LIGGETT	1,410		0.43%	740		0.27%	-0.16%	682		0.37%	+0.10%	537		0.33%	-0.04%		0.36%	3,369
BAT	74,068		22.84%	52,952		19.60%	-3.25%	33,978		18.43%	-1.16%	29,070		17.98%	-0.45%		20.21%	190,068
Marlboro	125,109		38.58%	107,775		39.89%	+1.30%	74,247	49.51%	40.28%	+0.39%	65,969	51.00%	40.80%			39.67%	373,100
Basic	15,358	Î	4.74%	10,914		4.04%	-0.70%	7,246	21.08%	3.93%	0.11%	7,390	22.87%	4.57%	+0.64%		4.35%	40,908
Premium Buy	780		0.24%	581		0.22%	-0.03%	42	0.12%	0.02%	-0.19%		1.53%	0.31%	+0.28%		0.20%	1,899
Newport	21,394		6.60%	20,650		7.64%	+1.04%	15,612	45.41%	8.47%	+0.83%	13,214	40.89%	8.17%	-0.30%		7.54%	70,870
GPC	43,804		13.51%	31,543		11.67%	-1.84%	15,384	10.26%	8.35%	-3.33%	15,782	12.20%	9.76%	+1.42%		11.33%	106,513
VAP	356		0.11%	1,025		0.38%	+0.27%									 	0.15%	1,381
DPC	22	<u> </u>	0.01%	150		0.06%	+0.05%	<u> </u>								l	0.02%	172

AIM Data	Avg Wkly Ca	rtons/Par	Store
	Industry	RJR	# of Stores
1st Qtr 97	2,494	394	10
2nd Qtr 97	2,079	331	10
3rd Qtr 97	1,576	216	9
4th Qtr 97	1,382	190	9

RJR Account Analysis

WAL*MART SUPER - BUFFALO REGION (16XX)

1st QTR 97 THROUGH 4th QTR 97

Chain ID: 517 # of Stores: 8

5177-00-00

RJR Responsibility: MARTY WASHBURN

AIM Data	1st Qtr 97			2nd Otr 97		•	SOM	13rd Otr 97			SOM	14th Otr 97			SOM	TOTAL	97	
	Carton			Carton			Diff vs.	Carton			Diff vs.	Carton			Diff vs.	<u> </u>		Carton
	Volume	SOC	SOM	Volume	SOC	<u>SOM</u>	Prev.	Volume	SOC	<u>SOM</u>	Prev.	Volume	<u>soc</u>	<u>SOM</u>	Prev.	soc	<u>SOM</u>	Volume
Industry	<u> </u>		<u>0.0.141</u>	<u>,4 OIOTHO</u>	<u> </u>	<u> </u>			<u> </u>	<u>50,m</u>	11012	<u> </u>	<u> </u>	<u>00141</u>	1104.		OCIVI	
Full Price	45,132		74.51%	48,099		78.24%	+3.73%	56,982		79.63%	+1.39%	60,551		81.04%	+1.40%	,	78.55%	210,764
Brd. Savings	15,038		24.83%	13,112		21.33%	-3.50%	14,131		19.75%	-1.58%	13,842		18,52%	-1.22%		20.92%	56,123
PL/8W	404		0.67%	264		0.43%	-0.24%	441		0.62%	+0.19%	328	:	0.44%	-0.18%	1	0.54%	1,437
Total Savings	15,442		25.49%	13,376	7 . 1	21.76%	-3.73%	14,572		20.37%	-1.39%	14,170		18,96%	-1.40%	1	21.45%	57,560
Total	60,574		100.00%	61,475		100.00%		71,554		100,00%		74,721		100.00%			100.00%	268,324
RJR		soc	SOM		SOC	SOM	SOM DIF	1	SOC	SOM	SOM DIF		SOC	SOM	SOM DIF	soc	SOM	
RJR Full Price	7,361	16.31%	12.15%	6,747	14.03%	10.98%	-1.18%	7,629	13.39%	10.66%	-0.31%	8,397	13.87%	11.24%	+0.58%	14.30%	11.23%	30,134
RJR Brd.Sav	4,693	31.21%	7.75%	2,757	21.03%	4.48%	-3.26%	3,616	25,59%	5.05%	+0.57%	3,713	26.82%	4.97%	-0.08%	26.33%	5.51%	14,779
RJR PL/BW						1		1				1	1					
RJR Tot Savings	<u>4,</u> 693	30.39%	7.75%	<u>2,757</u>	20.61%	4.48%	-3.26%	3,616	24.81%	5.05%	+0.57%	3,713	26.20%	4.97%	-0.08%	25.68%	<u>5.51%</u>	14,779
		SOC	SOM		SOC	SOM	SOM DIF	1	SOC	SOM	SOM DIF		SOC	SOM	SOM DIF	soc	SOM	
Total RJR	12,054		19,90%	9,504	<u>_</u>	15.46%	4.44%	11,245		15:72%	+0.26%	12,110	1.5	18.21%	+0.49%		16.74%	44,913
Camel Ex Reg	2,085	4.62%	3.44%	1,677	3.49%	2.73%	-0.71%	1,687	2.96%	2.36%	-0.37%	1,810	2.99%	2.42%	+0.06%	3.44%	2.71%	7,259
Winston.	2,368	5.25%	3.91%	2,165	4,50%	3.52%	.:0.39%	2,985	5.24%	4.17%	+0.65%	3,373	5.57%	4.51%	+0.34%	5.17%	4.06%	10,891
Salem	1,937	12.54%	3,20%	2,087	15,60%	3,39%	+0.20%	2,051	14.07%	2.87%	-0.53%	2,183	15.41%	2.92%	+0.06%	14.35%	3.08%	8,258
Doral	4,242	27.47%	7.00%	2,916	21.80%	4.74%	-2.26%		24.27%	4.94%	+0.20%	3,788	26.73%	5.07%	+0.13%	25.16%	5.40%	14,482
PHILIP MORRIS	36,583		60,39%	40,296		65.55%	+5.15%	47,108	1	65.84%	+0.29%	51,535		68.97%	+3.13%		65.41%	175,522
LORRILARD	4,015		6,63%	5,021		8,17%	+1.54%	5,679	<u>.</u>	7,94%	-0.23%	5,218		6.98%	-0.95%		7.43%	19,933
LIGGETT																	i	
BAT	7,922		13.08%	6,654		10.82%	-2.25%	7,522		10.51%	-0.31%		1	7.74%			10.39%	27,884
Marlboro	26,132		43.14%	29,184		47.47%	+4.33%	35,083		49.03%	+1.56%		1	52.43%	+3.40%		48.29%	129,573
Basic	4,279		7.06%	5,069		8.25%	+1.18%			6.66%	-1.58%			7.33%			7.30%	19,593
Premium Buy	404		0.67%	264		0.43%	-0.24%	441		0.62%	+0.19%		1	0.44%	-0.18%	<u> </u>	0.54%	1.437
Newport	3,007		4.96%	3,861		6.28%	+1.32%	4,315;		6.03%	-0.25%	4,404		5.89%	-0.14%		5.81%	15,587
GPC	2,777		4.58%	2,187		3.56%	-1.03%	2,437		3.41%	-0.15%	1,781		2.38%	-1.02%	<u> </u>	3.42%	9,182

AIM Data	Avg Wkly Ca	rtons/Per St	ore
	Industry	<u>RJR</u>	# of Stores
1st Qtr 97	666	132	7
2nd Qtr 97	676	104	7
3rd Qtr 97	688	108	8
4th Qtr 97	718	116	8

Weekly Trended - ALL STORES Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY				LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG			APG	APG	APG	APG
Camel(XNF)/Gas	Conv	% CIV	Sav	Mrlboro	% CIV	Sav			9/ ON/	0	44-11		
Week Ending	2/1/98	14%	\$2.12	(\$2.37)	81%	\$3,38	Mrlboro (\$1,14)		% CIV 5%	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/8/98	14%	\$2.12	(\$2.37)	81%	\$3.38	(\$1.16)	į	5% 5%	\$4.50 \$4.50	\$0,00 \$0.00	\$3.25	(\$1.25)
Week Ending	2/15/98	9%	\$2.65	(\$3.00)	78%	\$3.40	(\$1.61)		14%			\$3.26	(\$1.27)
Week Ending	2/22/98	14%	\$2.10	(\$2.37)	73%	\$3.46	(\$1.62)	ı	13%	\$5.29 \$5.29	\$0.00	\$3.59	(\$1.51)
Week Ending	3/1/98	9%	\$2.65	(\$3.00)	78%	\$3. 40 \$3.39	(\$1.52)		14%	\$5.29 \$5.29	\$0.00	\$3.50	(\$1.52)
Week Ending	03/08/1998	9%	\$2.65	(\$3.00)	83%	\$3.21	(\$1.01)		8%	\$5.87	\$0.00 \$0.00	\$3.58 \$3.39	(\$1.43) (\$1.10)
Camel(XNF)/Cig(Dutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Malhava
Week Ending	2/1/98	20%	\$3.59	(\$1.78)	80%	\$4.33	(\$1.06)	ł	0%	Jav	1111111111	\$4.18	Mriboro (\$1.20)
Week Ending	2/8/98	12%	\$3.95	(\$1.53)	88%	\$4.20	(\$1.14)	l	0%			\$4.17	(\$1.20)
Week Ending	2/15/98	12%	\$3.96	(\$1.57)	88%	\$3.67	(\$1.19)	1	0%		İ	\$3.71	(\$1.16)
Week Ending	2/22/98	16%	\$3.28	(\$2.11)	84%	\$3.73	(\$1.24)	- 1	0%			\$3.66	(\$1.24) (\$1.38)
Week Ending	3/1/98	15%	\$3.22	(\$2.12)	85%	\$3.69	(\$1.27)	ı	0%			\$3.62	(\$1.40)
Week Ending	03/08/1998	36%	\$2.93	(\$1.33)	63%	\$3.94	(\$0.45)		0%	\$4.48	\$1.00	\$3.58	(\$0.76)
Camel(XNF)/Oth	Ex Mi	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	ŀ	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			86%	\$3.02	(\$0.50)	ł	14%	\$4.35	(\$0.90)	\$3.21	(\$0.56)
Week Ending	2/8/98	0%			87%	\$2.99	(\$0.37)		13%	\$4.00	(\$1.26)	\$3.12	(\$0.49)
Week Ending	2/15/98	0%			84%	\$3.05	(\$0.58)		16%	\$4.14	(\$1.09)	\$3.22	(\$0.49)
Week Ending	2/22/98	0%			85%	\$3.11	(\$0.68)	- 1	15%	\$4.71	(\$1.50)	\$3.35	(\$0.80)
Week Ending	3/1/98	0%			83%	\$3.19	(\$0.76)	- 1	17%	\$4.76	(\$1.20)	\$3.45	(\$0.83)
Week Ending	03/08/1998	0%			86%	\$3.01	(\$0.67)	Ì	14%	\$4.71	(\$0.63)	\$3.25	(\$0.66)
Camel(XNF)/Supe	erMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	ŀ	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending					74			ŀ	7,0 0.11			OA1	MILIDOLO
Week Ending				1]								
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Week Ending	-			1	ì						i		
Week Ending				- 1				J					
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Weekly Trended - ALL STORES Carton Analysis

Winston/GasConv % CIV Sav Mrlboro % CIV Sav Mrlboro % CIV Sav Mrlboro Sav Mrlboro Week Ending	
Week Ending Week Ending Week Ending Week Ending Week Ending Week Ending	•
Week Ending Week Ending Week Ending Week Ending Week Ending	
Week Ending Week Ending Week Ending	~
Week Ending Week Ending	_
Week Ending	•
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	-
Week Ending	Week Ending
Winston/CigOutlet % CIV Sav Mrlboro % CIV Sav Mrlboro Sav Mrlboro Sav Mrlboro	Winston/CigOutlet
Week Ending 2/1/98 20% \$3.59 (\$1.78) 80% \$4.33 (\$1.06) 0% \$4.18 (\$1.20)	Week Ending 2/1/98
Week Ending 2/8/98 12% \$3.95 (\$1.53) 88% \$4.20 (\$1.14) 0% \$4.17 (\$1.18)	Week Ending 2/8/98
Week Ending 2/15/98 12% \$3.96 (\$1.57) 88% \$3.67 (\$1.19) 0% \$3.71 (\$1.24)	Week Ending 2/15/98
Week Ending 2/22/98 16% \$3.28 (\$2.11) 84% \$3.73 (\$1.24) 0% \$3.66 (\$1.38)	Week Ending 2/22/98
Week Ending 3/1/98 15% \$3.22 (\$2.12) 85% \$3.69 (\$1.27) 0% \$3.62 (\$1.40)	Week Ending 3/1/98
Week Ending 03/08/1998 36% \$2.93 (\$1.33) 63% \$3.94 (\$0.45) 0% \$4.48 \$1.00 \$3.58 (\$0.76)	Week Ending 03/08/1998
Winston/Oth Ex MI % CIV Sav Mrlboro % CIV Sav Mrlboro Sav Mrlboro Sav Mrlboro	
Week Ending 2/1/98 0% 100% \$2.97 \$0.00 0% \$2.97 \$0.00	<u>-</u>
Week Ending 2/8/98 0% 100% \$3.10 (\$0.11) 0% \$3.10 (\$0.11)	
Week Ending 2/15/98 0% 95% \$3.18 (\$0.33) 5% \$5.00 \$0.00 \$3.28 (\$0.31)	-
Week Ending 2/22/98 0% 95% \$3.15 (\$0.33) 5% \$5.00 \$0.00 \$3.25 (\$0.31)	- 1
Week Ending 3/1/98 0% 87% \$3.14 (\$0.31) 13% \$4.98 \$0.00 \$3.39 (\$0.27)	~ 1
Week Ending 03/08/1998 0% 88% \$2.75 \$0.00 12% \$4.98 \$0.00 \$3.01 \$0.00	Week Ending 03/08/1998
Winston/SuperMkt % CIV Sav Mrlboro % CIV Sav Mrlboro Sav Mrlboro Sav Mrlboro	Winston/SuperMkt
Week Ending	Week Ending
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Weekly Trended - ALL STORES Carton Analysis

		MOR	E AGGRE	SSIVE		WITH	HIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
		· · · · · · · · · · · · · · · · · · ·	APG*	APG		÷	APG	APG	•		APG	APG	APG	APG
Doral/GasConv		% CIV	Sav	Mrlboro	%	CIV	Sav	Mriboro]	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	5%	(\$2.00)	(\$7.50)	3:	5%	\$0.00	(\$4.46)	!!	0%			(\$0.10)	(\$4.61)
Week Ending	2/8/98	5%	(\$2.00)	(\$7.50)	99	5%	\$0.00	(\$4.48)		0%		i	(\$0.10)	(\$4.63)
Week Ending	2/15/98	5%	(\$2.00)	(\$7.50)	9:	5%	\$0.00	(\$5.08)	1	0%		-	(\$0.11)	(\$5.21)
Week Ending	2/22/98	5%	(\$2.00)	(\$7.50)	99	5%	\$0.00	(\$4.99)		0%		1	(\$0.10)	(\$5.12)
Week Ending	3/1/98	12%	(\$2.54)	(\$6.61)	88	8%	\$0.00	(\$5.14)		0%			(\$0.30)	(\$5.31)
Week Ending	03/08/1998	12%	(\$2.54)	(\$6.61)	88	B%	\$0.00	(\$4.54)		0%			(\$0.30)	(\$4.79)
Doral/CigOutlet		% CIV	Sav	Mrlboro	%	CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			10	0%	\$0.01	(\$5.38)	1 1	0%			\$0.01	(\$5.38)
Week Ending	2/8/98	0%			10	0%	\$0.00	(\$5.35)		0%		i	\$0.00	(\$5.35)
Week Ending	2/15/98	11%	(\$2.08)	(\$6.11)	89	9%	\$0.01	(\$5.05)		0%			(\$0.22)	(\$5.17)
Week Ending	2/22/98	11%	(\$1.65)	(\$6.63)	89	9%	(\$0.01)	(\$5.06)	1 1	0%			(\$0.18)	(\$5.23)
Week Ending	3/1/98	11%	(\$1.65)	(\$6.63)	89	9%	(\$0.01)	(\$5.03)		0%			(\$0.18)	(\$5.20)
Week Ending	03/08/1998	10%	(\$2.18)	(\$5.90)	. 90	0%	(\$0.01)	(\$4.41)		0%		-	(\$0.22)	(\$4.56)
Dorai/Oth Ex MI		% CIV	Sav	Mrlboro	%	CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			9:	5%	(\$0.07)	(\$3.92)	l 1	5%	\$1.43	(\$0.81)	\$0.00	(\$3.77)
Week Ending	2/8/98	0%		{	96	5%	(\$0.06)	(\$3.73)	ll	4%	\$1.43	(\$0.81)	\$0.00	(\$3.60)
Week Ending	2/15/98	0%		1	93	3%	(\$0.07)	(\$4.00)	ı	7%	\$1.61	(\$1.50)	\$0.04	(\$3.84)
Week Ending	2/22/98	0%			96	5%	\$0.00	(\$4.09)	1	4%	\$2.92	(\$2.86)	\$0.11	(\$4.04)
Week Ending	3/1/98	0%			96	6%	\$0.00	(\$4.25)		4%	\$2.82	(\$2.12)	\$0.11	(\$4.17)
Week Ending	03/08/1998	0%			98	3%	(\$0.06)	(\$3.98)		2%	\$2.00	(\$1.71)	(\$0.01)	(\$3.92)
Doral/SuperMkt		% CIV	Sav	Mrlboro	%	CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	5%	(\$1.66)	(\$4.97)	93	3%	\$0.00	(\$3.56)	1 1	2%	\$0.00	(\$1.00)	(\$0.09)	(\$3.58)
Week Ending	2/8/98	6%	(\$2.00)	(\$5.19)	94	1%	\$0.00	(\$4.43)		0%			(\$0.13)	(\$4,47)
Week Ending	2/15/98	5%	(\$1.37)	(\$5.85)	95	5%	\$0.00	(\$4.48)		0%		j	(\$0.07)	(\$4.56)
Week Ending	2/22/98	5%	(\$1.37)	(\$5.85)	95	5%	\$0.00	(\$4.44)		0%		j	(\$0.07)	(\$4.52)
Week Ending	3/1/98	9%	(\$1.60)	(\$5.53)	91	۱%	\$0.00	(\$4.48)		0%		ł	(\$0.14)	(\$4.57)
Week Ending	03/08/1998	38%	(\$0.87)	(\$4.04)	61	۱%	(\$0.03)	(\$3.73)		1%	\$0.50	(\$4.71)	(\$0.34)	(\$3.86)
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Weekly Trended - ALL STORES Carton Analysis

		MOR	E AGGRE	SSIVE			SSIVE	TOTAL	TOTAL				
			APG*	APG		APG	APG			APG	APG	APG	APG
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	Г	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$0.64)	(\$0.42)		0%			(\$0.64)	(\$0.42)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.48)		0%			\$0.00	(\$0.48)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.06)		0%			\$0.00	(\$0.06)
Week Ending	2/22/98	12%	(\$1.50)	(\$1.50)	88%	\$0.00	(\$0.06)		0%			(\$0.18)	(\$0.23)
Week Ending	3/1/98	0%			100%	(\$0.19)	(\$0.44)		0%		ŀ	(\$0.19)	(\$0.44)
Week Ending	03/08/1998	0%			100%	(\$0.19)	(\$0.42)		0%			(\$0.19)	(\$0.42)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	-	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	34%	(\$0.58)	(\$0.62)	66%	\$0.42	\$0.82		0%			\$0.08	\$0.33
Week Ending	2/8/98	29%	(\$0.57)	(\$0.52)	71%	\$0.11	\$0.93	1	0%			(\$0.08)	\$0.51
Week Ending	2/15/98	27%	(\$0.61)	(\$0.55)	73%	\$0.01	\$0.80		0%		1	(\$0.16)	\$0.43
Week Ending	2/22/98	24%	(\$1.49)	(\$0.78)	76%	(\$0.05)	\$0.63		0%		- 1	(\$0.40)	\$0.29
Week Ending	3/1/98	25%	(\$1.28)	(\$0.63)	75%	\$0.00	\$0.57		0%		1	(\$0.31)	\$0.27
Week Ending	03/08/1998	26%	(\$1.51)	(\$1.09)	74%	(\$0.29)	\$0.73		0%			(\$0.61)	\$0.25
Salem/Oth Ex Mi		% CIV	Kool	Newport	% CIV	Kool	Newport	\vdash	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			94%	(\$0.17)	(\$0.53)		6%	\$1.00	\$1.00	(\$0.10)	(\$0.44)
Week Ending	2/8/98	0%			95%	(\$0.16)	(\$0.28)		5%	\$1.00	\$1.00	(\$0.10)	(\$0.22)
Week Ending	2/15/98	0%			95%	(\$0.15)	(\$0.54)		5%	\$1.00	\$1.00	(\$0.09)	(\$0.46)
Week Ending	2/22/98	0%		ļ	95%	(\$0.15)	(\$0.53)	- 1	5%	\$1.00	\$1.00	(\$0.09)	(\$0.45)
Week Ending	3/1/98	0%			100%	(\$0.07)	(\$0.62)		0%		•	(\$0.07)	(\$0.62)
Week Ending	03/08/1998	0%			100%	(\$0.29)	(\$0.51)	ı	0%			(\$0.29)	(\$0.51)
Salem/SuperMkt		% C!V	Kool	Newport	% CIV	Koal	Newport	E	% CIV	Kool	Newport	Kool	Newport
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Weekly Trended - ALL STORES Carton Analysis

		MORE AGGRESSIVE		WITH	IIN STRA	TEGY	L	ESS AGGRE	SSIVE	TOTAL	TOTAL	
			APG*	APG	-	APG	APG		APG	APG	APG	APG
Camel(XNF)/Gas	Conv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% C	V Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	23%	\$1.40	(\$1.50)	77%	\$3.82	(\$1.73)	0%			\$3.26	(\$1.68)
Week Ending	2/8/98	23%	\$1.40	(\$1.50)	77%	\$3.82	(\$1.73)	0%			\$3.26	(\$1.68)
Week Ending	2/15/98	0%		i,	60%	\$3.83	(\$1.55)	40%	\$5.87	\$0.00	\$4.64	(\$0.93)
Week Ending	2/22/98	27%	\$1.34	(\$1.50)	38%	\$3.98	(\$2.00)	36%	\$5.87	\$0.00	\$3.94	(\$1.16)
Week Ending	3/1/98	0%		1	64%	\$3.50	(\$1.16)	36%	\$5.87	\$0.00	\$4.34	(\$0.75)
Week Ending	03/08/1998	0%			64%	\$3.50	(\$1.16)	.36%	\$5.87	\$0.00	\$4.34	(\$0.75)
Camel(XNF)/Cig(Outlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CI	V Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	51%	\$3.74	(\$1.55)	49%	\$4.26	(\$0.95)	0%			\$3.99	(\$1.26)
Week Ending	2/8/98	47%	\$3.95	(\$1.53)	53%	\$4.09	(\$0.95)	0%			\$4.02	(\$1.22)
Week Ending	2/15/98	45%	\$3.95	(\$1.50)	55%	\$2.63	(\$1.02)	0%			\$3.22	(\$1.23)
Week Ending	2/22/98	47%	\$3.09	(\$2.11)	53%	\$4.05	(\$1.07)	0%		1	\$3.60	(\$1.56)
Week Ending	3/1/98	49%	\$3.09	(\$2.11)	51%	\$4.06	(\$1.20)	0%			\$3.58	(\$1.64)
Week Ending	03/08/1998	75%	\$2.97	(\$1.52)	23%	\$4.12	(\$0.82)	2%	\$4.48	\$1.00	\$3.26	(\$1.31)
Camel(XNF)/Oth	Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CI	V Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%	•		86%	\$3.19	(\$0.89)	14%	\$5.09	(\$1.44)	\$3.45	(\$0.97)
Week Ending	2/8/98	0%			86%	\$3.22	(\$0.66)	14%	\$5.09	(\$1.44)	\$3.49	(\$0.77)
Week Ending	2/15/98	0%			86%	\$3.34	(\$1.07)	14%	\$5.09	(\$1.44)	\$3.58	(\$1.12)
Week Ending	2/22/98	0%			86%	\$3.34	(\$1.07)	14%	\$5.16	(\$1.40)	\$3.60	(\$1.12)
Week Ending	3/1/98	0%			78%	\$3.40	(\$1.17)	22%	\$5.07	(\$0.70)	\$3.77	(\$1.07)
Week Ending	03/08/1998	0%			83%	\$3.09	(\$0.87)	17%	\$4.79	(\$0.83)	\$3.37	(\$0.86)
Camel(XNF)/Sup	erMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	_% CI	V Şav	Mrlboro	Şav	Mrlboro
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Weekly Trended - ALL STORES Carton Analysis

		MORI	E AGGRE	SSIVE	WITH	HIN STRA	TEGY	LE	SS AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG		APG	APG	APG	APG
Winston/GasConv	,	% CIV	Sav	Mrlboro	% CIV	Şav	Mriboro	% CIV	/ Sav	Mrlboro	Sav	Mrlboro
Week Ending				·								
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Winston/CigOutle	t	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CI\	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	51%	\$3.74	(\$1.55)	49%	\$4.26	(\$0.95)	0%			\$3.99	(\$1.26)
Week Ending	2/8/98	47%	\$3.95	(\$1.53)	53%	\$4.09	(\$0.95)	0%			\$4.02	(\$1.22)
-	2/15/98	45%	\$3.95	(\$1.50)	55%	\$2.63	(\$1.02)	0%		·	\$3.22	(\$1.23)
Week Ending	2/22/98	47%	\$3.09	(\$2.11)	53%	\$4.05	(\$1.07)	0%			\$3.60	(\$1.56)
-	3/1/98	49%	\$3.09	(\$2.11)	51%	\$4.06	(\$1.20)	0%		ı	\$3.58	(\$1.64)
Week Ending	03/08/1998	75%	\$2.97	(\$1.52)	23%	\$4.12	(\$0.82)	2%	\$4.48	\$1.00	\$3.26	(\$1.31)
Winston/Oth Ex M		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$2.94	\$0.00	0%		111112010	\$2.94	\$0.00
~	2/8/98	0%			100%	\$3.02	\$0.00	0%			\$3.02	\$0.00
_	2/15/98	0%			100%	\$3.18	(\$0.45)	0%			\$3.18	(\$0.45)
Week Ending	2/22/98	0%			100%	\$3.18	(\$0.45)	0%			\$3.18	(\$0.45)
Week Ending	3/1/98	0%		ŀ	74%	\$3.18	(\$0.45)	26%	\$4.98	\$0.00	\$3.65	(\$0.33)
Week Ending	03/08/1998	0%			79%	\$2.65	\$0.00	21%	\$4.98	\$0.00	\$3.14	\$0.00
Winston/SuperMkt	t	% CIV	Say	Mrlboro	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	Sav	Mriboro
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Weekly Trended - ALL STORES Carton Analysis

		MOR	E AGGRE	SSIVE	WiTI	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
•	,		APG*	APG		APG	APG	•		APG	APG	APG	APG
Doral/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$4.94)	ii	0%			\$0.00	(\$4.94)
Week Ending	2/8/98	0%			100%	\$0.00	(\$4.94)	ŀ	0%			\$0.00	(\$4.94)
Week Ending	2/15/98	0%			100%	\$0.00	(\$5.57)	ll	0%			\$0.00	(\$5.57)
Week Ending	2/22/98	0%			100%	\$0.00	(\$5.09)	ll	0%			\$0.00	(\$5.09)
Week Ending	3/1/98	27%	(\$3.00)	(\$5.84)	73%	\$0.00	(\$5.93)	ll	0%		1	(\$0.81)	(\$5.90)
Week Ending	03/08/1998	27%	(\$3.00)	(\$5.84)	73%	\$0.00	(\$5.93)		0%			(\$0.81)	(\$5.90)
Doral/CigOutlet		% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$5.25)	ll	0%	·		\$0.00	(\$5.25)
Week Ending	2/8/98	0%			100%	\$0.00	(\$5.24)	ll	0%			\$0.00	(\$5.24)
Week Ending	2/15/98	25%	(\$3.00)	(\$5.75)	75%	\$0.00	(\$5.02)	ll	0%			(\$0.75)	(\$5.20)
Week Ending	2/22/98	22%	(\$2.21)	(\$6.69)	78%	\$0.00	(\$5.35)	ll	0%			(\$0.48)	(\$5.64)
Week Ending	3/1/98	23%	(\$2.21)	(\$6.69)	77%	\$0.00	(\$5.45)	ll	0%			(\$0.50)	(\$5.73)
Week Ending	03/08/1998	23%	(\$2.21)	(\$6.69)	77%	\$0.00	(\$4.60)		0%			(\$0.51)	(\$5.09)
Doral/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%	•	1	96%	\$0.00	(\$4.32)	l	4%	\$4.00	(\$2.61)	\$0.15	(\$4.26)
Week Ending	2/8/98	0%			96%	\$0.00	(\$4.16)		4%	\$4.00	(\$2.61)	\$0.16	(\$4.10)
Week Ending	2/15/98	0%			96%	\$0.00	(\$4.63)	1 1	4%	\$4.00	(\$2.61)	\$0.16	(\$4.55)
Week Ending	2/22/98	0%			96%	\$0.00	(\$4.63)		4%	\$4.00	(\$2.70)	\$0.17	(\$4.54)
Week Ending	3/1/98	0%			97%	\$0.00	(\$4.77)		3%	\$4.00	(\$2.70)	\$0.13	(\$4.71)
Week Ending	03/08/1998	0%			100%	(\$0.07)	(\$4.30)		0%			(\$0.07)	(\$4.30)
Doral/SuperMkt		% CIV	Sav	Mriboro	% CIV	Şav	Mrlboro		% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	18%	(\$1.66)	(\$4.97)	82%	\$0.00	(\$3.95)	l	0%			(\$0.29)	(\$4.13)
Week Ending	2/8/98	22%	(\$2.00)	(\$5.19)	78%	\$0.00	(\$4.04)		0%			(\$0.43)	(\$4.29)
Week Ending	2/15/98	7%	(\$2.00)	(\$5.59)	93%	\$0.00	(\$3.80)		0%	_	1	(\$0.14)	(\$3.93)
Week Ending	2/22/98	7%	(\$2.00)	(\$5.59)	93%	\$0.00	(\$3.68)		0%		l	(\$0.14)	(\$3.81)
Week Ending	3/1/98	20%	(\$2.00)	(\$5.21)	80%	\$0.00	(\$3.89)		0%		ĺ	(\$0.41)	(\$4.16)
Week Ending	03/08/1998	26%	(\$1.71)	(\$4.71)	70%	\$0.00	(\$4.19)		4%	\$0.50	(\$4.71)	(\$0.42)	(\$4.35)
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Weekly Trended - ALL STORES Carton Analysis

		MORE	AGGRE	SSIVE	WITH	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
	•		APG*	APG		APG	APG			APG	APG	APG	APG
		a: 001		<u></u> 1	l w one	V1	Name		% CIV	Kool	Newport	Kool	Newport
Salem/GasConv	0/4/00	% CIV	Kool	Newport	% CIV	Kool (\$0.97)	Newport \$0.00	-	0%	KOOI	Newport	(\$0.97)	\$0.00
Week Ending	2/1/98	0%			100%	\$0.00	\$0.00		0%		1	\$0.00	\$0.00
Week Ending	2/8/98	0%		1	100% 100%	\$0.00	\$1.19		0%		1	\$0.00	\$1.19
Week Ending	2/15/98	0%	(64 FO)	(64.50)	73%	\$0.00	\$1.46		0%			(\$0.40)	\$0.66
Week Ending	2/22/98	27%	(\$1.50)	(\$1.50)	100%	\$0.00	\$1.07		0%		1	\$0.00	\$1.07
Week Ending	3/1/98	0%			100%	\$0.00	\$1.07		0%		1	\$0.00	\$1.07
Week Ending	03/08/1998	0%			100%	\$0.00	\$1.07		U /0	•		\$0.00	\$1.07
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	lt	% CIV	Kooi	Newport	Kool	Newport
Week Ending	2/1/98	49%	(\$1.28)	(\$0.74)	51%	\$0.38	\$0.31		0%			(\$0.43)	(\$0.21)
Week Ending	2/8/98	46%	(\$1.31)	(\$0.44)	54%	(\$0.21)	\$0.07		0%		1	(\$0.72)	(\$0.17)
Week Ending	2/15/98	44%	(\$1.44)	(\$0.52)	56%	\$0.10	\$0.09		0%		L	(\$0.57)	(\$0.18)
Week Ending	2/22/98	29%	(\$1.55)	(\$1.22)	71%	(\$0.72)	(\$0.30)	1	0%		į.	(\$0.96)	(\$0.57)
Week Ending	3/1/98	30%	(\$0.96)	(\$0.78)	70%	(\$0.85)	(\$0.48)		0%		ŀ	(\$0.88)	(\$0.57)
Week Ending	03/08/1998	33%	(\$1.26)	(\$1.09)	67%	(\$0.90)	(\$1.17)		0%			(\$1.02)	(\$1.15)
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	ŀ	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%		Newport	90%	(\$0.16)	(\$0.95)	lŀ	10%	\$1.00	\$1.00	(\$0.05)	(\$0.76)
Week Ending	2/8/98	0%			90%	\$0.00	(\$0.45)		10%	\$1.00	\$1.00	\$0.10	(\$0.30)
Week Ending	2/15/98	0%			90%	\$0.00	(\$0.97)	1	10%	\$1.00	\$1.00	\$0.10	(\$0.77)
Week Ending	2/22/98	0%			90%	\$0.00	(\$0.97)	1	10%	\$1.00	\$1.00	\$0.10	(\$0.77)
Week Ending	3/1/98	0%			100%	\$0.10	(\$0.97)		0%	4	**	\$0.10	(\$0.97)
Week Ending	03/08/1998	0%			100%	\$0.09	(\$0.77)		0%			\$0.09	(\$0.77)
Week Ending	03/00/1390	0.76			100%	φυ.υσ	(\$0)		0 76			44.03	(40)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending													
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Weekly Trended - ALL STORES Carton Analysis

		MORE AGGRESSIVE			WITE	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG			APG	APG	APG	APG
Camel(XNF)/Gas	Conv	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	%	CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%		i	100%	\$3.60	(\$2.20)		0%			\$3.60	(\$2.20)
Week Ending	2/8/98	0%			100%	\$3.64	(\$2.50)	- [-	0%		1	\$3.64	(\$2.50)
Week Ending	2/15/98	0%			100%	\$3.60	(\$2.50)	- [-	0%			\$3.60	(\$2.50)
Week Ending	2/22/98	0%		1	100%	\$3.60	(\$2.50)	- 1 -	0%			\$3.60	(\$2.50)
Week Ending	3/1/98	0%			100%	\$3.50	(\$2.83)	(0%			\$3.50	(\$2.83)
Week Ending	03/08/1998	0%			100%	\$3.50	(\$2.83)	_ ·	0%			\$3.50	(\$2.83)
Camel(XNF)/Cig(Outlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	%	CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$4.43	(\$0.15)		0%			\$4.43	(\$0.15)
Week Ending	2/8/98	0%		i	100%	\$4.48	(\$0.15)	-1 (0%			\$4.48	(\$0.15)
Week Ending	2/15/98	18%	\$4.10	(\$2.32)	82%	\$4.49	(\$0.44)	1 (0%			\$4.42	(\$0.78)
Week Ending	2/22/98	47%	\$4.17	(\$2.11)	53%	\$4.98	(\$0.79)	1 (0%.			\$4.60	(\$1.42)
Week Ending	3/1/98	23%	\$4.40	(\$2.21)	77%	\$4.90	(\$1.05)		0%		i	\$4.78	(\$1.32)
Week Ending	03/08/1998	48%	\$3.40	(\$2.75)	52%	\$4.64	(\$0.46)	(0%			\$4.05	(\$1.55)
Camel(XNF)/Oth	Ex M!	% CIV	Şav	Mriboro	% CIV	Sav	Mrlboro	-%	CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			62%	\$3.05	(\$0.18)	3	8%	\$3.80	(\$0.50)	\$3.34	(\$0.30)
Week Ending	2/8/98	0%			62%	\$2.74	\$0.00	3	8%	\$3.19	(\$1.13)	\$2.91	(\$0.42)
Week Ending	2/15/98	0%		ļ	41%	\$2.51	\$0.00	5	9%	\$3.58	(\$0.89)	\$3.14	(\$0.53)
Week Ending	2/22/98	0%		I	42%	\$2.51	\$0.00	5	8%	\$4.42	(\$1.57)	\$3.61	(\$0.91)
Week Ending	3/1/98	0%		j j	58%	\$3.27	(\$0.38)	4	2%	\$4.25	(\$2.02)	\$3.68	(\$1.06)
Week Ending	03/08/1998	0%			66%	\$3.32	(\$0.50)	3	4%	\$4.58	(\$0.32)	\$3.75	(\$0.44)
Camel(XNF)/Sup	erMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	%	CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending													
Week Ending				ŀ	ľ		1	- 1			1		
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Weekly Trended - ALL STORES Carton Analysis

		MORE AGGRESSIVE			WITH	IIN STRA	TEGY	LES:	S AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG		APG	APG	APG	APG
Winston/GasConv	,	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending												
Week Ending							I	1		ľ		
Week Ending				i				1		j		
Week Ending				İ			İ			į		
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Winston/CigOutle	t	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$4.43	(\$0.15)	0%			\$4.43	(\$0.15)
Week Ending	2/8/98	0%			100%	\$4.48	(\$0.15)	0%			\$4.48	(\$0.15)
Week Ending	2/15/98	18%	\$4.10	(\$2.32)	82%	\$4.49	(\$0.44)	0%			\$4.42	(\$0.78)
Week Ending	2/22/98	47%	\$4.17	(\$2.11)	53%	\$4.98	(\$0.79)	0%.			\$4.60	(\$1.42)
Week Ending	3/1/98	23%	\$4.40	(\$2.21)	77%	\$4.90	(\$1.05)	0%			\$4.78	(\$1.32)
Week Ending	03/08/1998	48%	\$3.40	(\$2.75)	52%	\$4.64	(\$0.46)	0%			\$4.05	(\$1.55)
Winston/Oth Ex M	II.	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Miriboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$3.00	\$0.00	0%			\$3.00	\$0.00
Week Ending	2/8/98	0%		ł	100%	\$3.00	\$0.00	0%		1	\$3.00	\$0.00
Week Ending	2/15/98	0%		1	67%	\$3.00	\$0.00	33%	\$5.00	\$0.00	\$3.67	\$0.00
Week Ending	2/22/98	0%			67%	\$3.00	\$0.00	33%	\$5.00	\$0.00	\$3.67	\$0.00
Week Ending	3/1/98	0%			100%	\$3.00	\$0.00	0%			\$3.00	\$0.00
Week Ending	03/08/1998	0%			100%	\$3.00	\$0.00	0%			\$3.00	\$0.00
Winston/SuperMk	t	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending				-								
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Weekly Trended - ALL STORES Carton Analysis

		MOR	E AGGRE	SSIVE	WIT	HIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG	•		APG	APG	APG	APG
Doral/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	1 1	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$5.80)	i i	0%			\$0.00	(\$5.80)
Week Ending	2/8/98	0%			100%	\$0.00	(\$6.14)		0%			\$0.00	(\$6.14)
Week Ending	2/15/98	0%			100%	\$0.00	(\$6.10)	[0%			\$0.00	(\$6.10)
Week Ending	2/22/98	0%			100%	\$0.00	(\$6.10)	ŀΙ	0%			\$0.00	(\$6.10)
Week Ending	3/1/98	0%			100%	\$0.00	(\$6.33)	ΙI	0%		1	\$0.00	(\$6.33)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$6.33)		- 0%			\$0.00	(\$6.33)
Doral/CigOutlet		% CIV	Sav	Mriboro	% CIV	Sav	Mriboro	1 1	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$4.58)	1 1	0%			\$0.00	(\$4.58)
Week Ending	2/8/98	0%		i	100%	\$0.00	(\$4.63)	ll	0%			\$0.00	(\$4.63)
Week Ending	2/15/98	12%	(\$0.50)	(\$7.01)	88%	\$0.00	(\$5.01)		0%			(\$0.06)	(\$5.26)
Week Ending	2/22/98	12%	(\$0.50)	(\$7.01)	88%	\$0.00	(\$5.95)		0%.			(\$0.06)	(\$6.07)
Week Ending	3/1/98	11%	(\$0.50)	(\$7.01)	89%	\$0.00	(\$6.06)	ll	0%			(\$0.05)	(\$6.16)
Week Ending	03/08/1998	12%	(\$0.50)	(\$7.01)	88%	\$0.00	(\$5.48)		0%			(\$0.06)	(\$5.66)
Doral/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Şav	Mriboro	!	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			86%	\$0.00	(\$4.29)	lt	14%	\$0.00	\$0.20	\$0.00	(\$3.64)
Week Ending	2/8/98	0%			86%	\$0.00	(\$3.92)		14%	\$0.00	\$0.20	\$0.00	(\$3.34)
Week Ending	2/15/98	0%			70%	\$0.00	(\$4.40)		30%	\$0.83	(\$1.13)	\$0.25	(\$3.42)
Week Ending	2/22/98	0%			87%	\$0.00	(\$4.45)		13%	\$2.00	(\$3.00)	\$0.26	(\$4.26)
Week Ending	3/1/98	0%			85%	\$0.00	(\$4.92)		15%	\$2.00	(\$1.71)	\$0.30	(\$4.44)
Week Ending	03/08/1998	0%			87%	\$0.13	(\$4.14)		13%	\$2.00	(\$1.71)	\$0.38	(\$3.81)
Doral/SuperMkt		% CIV	Sav	Mriboro	% CIV	Sav	Mriboro	ŀŀ	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$4.01)	ir	0%			\$0.00	(\$4.01)
Week Ending	2/8/98	0%			100%	\$0.00	(\$4.01)		0%			\$0.00	(\$4.01)
Week Ending	2/15/98						·				1		
Week Ending	2/22/98										ŀ		
Week Ending	3/1/98				1						ļ		
Week Ending	03/08/1998												
					L			i L					

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Weekly Trended - ALL STORES Carton Analysis

		MORE	AGGRE	SSIVE	WITH	IIN STRA	TEGY		LESS	AGGRES	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG	_		APG	APG	APG	APG
Salem/GasConv	1	% CIV	Kool	Newport	% CIV	Kool	Newport	Γ	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%		i	100%	(\$1.18)	(\$0.70)	Ī	0%		ī	(\$1.18)	(\$0.70)
Week Ending	2/8/98	0%			100%	\$0.00	(\$1.00)	- 1	0%		}	\$0.00	(\$1.00)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.67)		0%		ľ	\$0.00	(\$0.67)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.67)		0%		Ī	\$0.00	(\$0.67)
Week Ending	3/1/98	0%			100%	(\$0.98)	(\$2.70)		0%			(\$0.98)	(\$2.70)
Week Ending	03/08/1998	0%			100%	(\$0.98)	(\$2.70)		0%			(\$0.98)	(\$2.70)
Salem/CigOutlet Week Ending		% CIV	Kool	Newport	% CIV	Kool	Newport	F	% CIV	Kool	Newport	Kool	Newport
Week Ending								ı			I		
Week Ending								-1			Ì		
Week Ending		•											
Week Ending													
Week Ending											-		
Salem/Oth Ex Mi		% CIV	Kool	Newport	% CIV	Kool	Newport	┟	% CIV	Kool	Newport	Kooi	Newport
Week Ending	2/1/98							Γ					
Week Ending	2/8/98						1						
Week Ending	2/15/98						1	ł					
Week Ending	2/22/98						1	- 1					
Week Ending	3/1/98							- 1					
Week Ending	03/08/1998												
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending							Ī	Г					
Week Ending				ì	· ·						•		
Week Ending					[1	- 1		•			
Week Ending					ľ			- 1					
Week Ending				1			1	ı			Į		
Week Ending					99%						j		
*Average Price G	ap				1			L					

Weekly Trended - ALL STORES Carton Analysis

	MOI	MORE AGGRESSIVE			IIN STRA	TEGY		LESS	AGGRE:	SSIVE	TOTAL	TOTAL
		APG*	APG		APG	APG	•		APG	APG	APG	APG
Camel(XNF)/GasConv	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro		% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending 2/1/98	0%			100%	\$2.77	(\$0.26)	i i	0%			\$2.77	(\$0.26)
Week Ending 2/8/98	0%			100%	\$2.85	(\$0.43)		0%			\$2.85	(\$0.43)
Week Ending 2/15/9	8 0%		1	100%	\$3.19	(\$0.60)		0%			\$3.19	(\$0.60)
Week Ending 2/22/9	B 0%			100%	\$3.16	(\$0.52)		0%			\$3.16	(\$0.52)
Week Ending 3/1/98	0%			100%	\$3.16	(\$0.52)		0%			\$3.16	(\$0.52)
Week Ending 03/08	1998 0%			100%	\$3.09	(\$0.29)		0%			\$3.09	(\$0.29)
Camel(XNF)/CigOutlet	% CIV	Şav	Mriboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	1%	\$4.50	(\$2.00)	99%	\$4.39	(\$1.13)	Ιſ	0%	•		\$4.39	(\$1.14)
Week Ending 2/8/98	0%			100%	\$3.98	(\$1.18)		0%		i	\$3.98	(\$1.18)
Week Ending 2/15/9	8 0%		- 1	100%	\$3.52	(\$1.21)		0%			\$3.52	(\$1.21)
Week Ending 2/22/9	8 0%		Ī	100%	\$3.18	(\$1.21)	1	0%.			\$3.18	(\$1.21)
Week Ending 3/1/98	0%		I	100%	\$3.03	(\$1.21)		0%			\$3.03	(\$1.21)
Week Ending 03/08	1998 7%	(\$1.00)	(\$2.50)	93%	\$3.80	(\$0.53)		0%			\$3.48	(\$0.66)
Camel(XNF)/Oth Ex MI	% CIV	Şav	Mriboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending 2/1/98	0%			100%	\$3.07	(\$0.22)		0%			\$3.07	(\$0.22)
Week Ending 2/8/98	0%			100%	\$3.06	(\$0.27)		0%			\$3.06	(\$0.27)
Week Ending 2/15/9	в 0%			100%	\$3.06	(\$0.27)		0%			\$3.06	(\$0.27)
Week Ending 2/22/9	8 0%			100%	\$2.98	(\$0.26)		0%			\$2.98	(\$0.26)
Week Ending 3/1/98	0%			100%	\$2.94	(\$0.26)		0%			\$2.94	(\$0.26)
Week Ending 03/08	1998 0%			100%	\$2.70	(\$0.19)		0%			\$2.70	(\$0.19)
Camel(XNF)/SuperMkt Week Ending Week Ending Week Ending	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	-	% CIV	Şav	Mriboro	Sav	Mriboro
Week Ending Week Ending Week Ending												

Weekly Trended - ALL STORES Carton Analysis

		MORE	E AGGRE	SSIVE	WITH	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
	•		APG*	APG		APG	APG			APG	APG	APG	APG
Winston/GasConv Week Ending		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	F	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending								- 1			1	_	
Week Ending				1							1		
Week Ending Week Ending				1							1		
Week Ending	Ī				<i>'</i>			- 1					
·								L				_	
Winston/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	\perp	% CIV	Şav	Mriboro	Sav	Mrlboro
•	/1/98	1%	\$4.50	(\$2.00)	99%	\$4.39	(\$1.13)		0%			\$4.39	(\$1.14)
•	/8/98	0%		1	100%	\$3.98	(\$1.18)	- 1	0%			\$3.98	(\$1.18)
•	/15/98	0%		1	100%	\$3.52	(\$1.21)		0%			\$3.52	(\$1.21)
•	/22/98	0%		1	100%	\$3.18	(\$1.21)		0%			\$3.18	(\$1.21)
•	/1/98	0%			100%	\$3.03	(\$1.21)		0%			\$3.03	(\$1.21)
Week Ending 0	3/08/1998	7%	(\$1.00)	(\$2.50)	93%	\$3.80	(\$0.53)		0%			\$3.48	(\$0.66)
Winston/Oth Ex MI	1	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	\vdash	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2	/1/98	0%			100%	\$3.00	\$0.00		0%			\$3.00	\$0.00
Week Ending 2	/8/98	0%		ŀ	100%	\$3.23	(\$0.29)		0%			\$3.23	(\$0.29)
Week Ending 2	/15/98	0%		1	100%	\$3.23	(\$0.29)	1	0%		1	\$3.23	(\$0.29)
Week Ending 2	/22/98	0%			100%	\$3.16	(\$0.29)	1	0%			\$3.16	(\$0.29)
Week Ending 3	/1/98	0%		l l	100%	\$3.16	(\$0.29)	- 1	0%			\$3.16	(\$0.29)
Week Ending 0	3/08/1998	0%		İ	100%	\$2.77	\$0.00		0%			\$2.77	\$0.00
Winston/SuperMkt	ļ	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	\vdash	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	Ì						-						
Week Ending	í			- 1							1		
Week Ending	1			1									
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Week Ending				1	1						1		
Week Ending	j			l									
-	l												

Weekly Trended - ALL STORES Carton Analysis

		MORE	AGGRE	SSIVE	WITH	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG	•		APG	APG	APG	APG
Doral/GasConv		% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	1	% CIV	Say	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%		i	100%	\$0.00	(\$3.02)	ĺĺ	0%			\$0.00	(\$3.02)
Week Ending	2/8/98	0%		1	100%	\$0.00	(\$3.28)	l	0%			\$0.00	(\$3.28)
Week Ending	2/15/98	0%		1	100%	\$0.00	(\$3.79)	ΙI	0%			\$0.00	(\$3.79)
Week Ending	2/22/98	0%		Ī	100%	\$0.00	(\$3.69)	i I	0%			\$0.00	(\$3.69)
Week Ending	3/1/98	0%		į	100%	\$0.00	(\$3.69)	ll	0%			\$0.00	(\$3.69)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$3.38)		0%			\$0.00	(\$3.38)
Doral/CigOutlet		% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%		ŀ	100%	\$0.02	(\$5.51)	lſ	0%			\$0.02	(\$5.51)
Week Ending	2/8/98	0%			100%	\$0.02	(\$5.14)	H	0%			\$0.02	(\$5.14)
Week Ending	2/15/98	0%		ı	100%	\$0.02	(\$4.71)	,	0%			\$0.02	(\$4.71)
Week Ending	2/22/98	0%			100%	(\$0.01)	(\$4.41)	ll	0%			(\$0.01)	(\$4.41)
Week Ending	3/1/98	0%		1	100%	(\$0.01)	(\$4.25)	l	0%			(\$0.01)	(\$4.25)
Week Ending	03/08/1998	7%	(\$2.50)	(\$4.00)	93%	(\$0.02)	(\$4.34)		0%			(\$0.18)	(\$4.32)
Doral/Oth Ex MI		% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	lł	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$3.30)	1	0%			\$0.00	(\$3.30)
Week Ending	2/8/98	0%			100%	\$0.00	(\$3.33)		0%		j	\$0.00	(\$3.33)
Week Ending	2/15/98	0%		1	100%	\$0.00	(\$3.33)		0%		İ	\$0.00	(\$3.33)
Week Ending	2/22/98	0%		Ì	100%	\$0.00	(\$3.24)		0%		1	\$0.00	(\$3.24)
Week Ending	3/1/98	0%		ł	100%	\$0.00	(\$3.20)		0%			\$0.00	(\$3.20)
Week Ending	03/08/1998	0%			100%	(\$0.14)	(\$3.04)		0%			(\$0.14)	(\$3.04)
Doral/SuperMkt		% CIV	Sav	Mriboro	% CIV	Sav	Mriboro	lt	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			92%	\$0.00	(\$3.00)	[[8%	\$0.00	(\$1.00)	\$0.00	(\$2.83)
Week Ending	2/8/98	0%		į	100%	\$0.00	(\$3.29)		0%			\$0.00	(\$3.29)
Week Ending	2/15/98	0%		İ	100%	\$0.00	(\$3.60)		0%			\$0.00	(\$3.60)
Week Ending	2/22/98	0%		J	100%	\$0.00	(\$3.61)		0%			\$0.00	(\$3.61)
Week Ending	3/1/98	0%			100%	\$0.00	(\$3.47)		0%		ļ	\$0.00	(\$3.47)
Week Ending	03/08/1998	6%	(\$2.50)	(\$5.51)	94%	\$0.00	(\$3.23)		0%			(\$0.14)	(\$3.36)
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Weekly Trended - ALL STORES Carton Analysis

		MORE AGGRESSIVE			WITH	IIN STRA	TEGY		LESS	AGGRES	SSIVE	TOTAL	TOTAL
	,		APG*	APG	•	APG	APG	•		APG	APG	APG	APG
	ı				 				···				
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	! ļ	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%		1	100%	\$0.00	(\$0.27)	ı	0%			\$0.00	(\$0.27)
Week Ending	2/8/98	0%		- [100%	\$0.00	(\$0.38)		0%			\$0.00	(\$0.38)
Week Ending	2/15/98	0%		1	100%	\$0.00	(\$0.53)	l	0%			\$0.00	(\$0.53)
Week Ending	2/22/98	0%		1	100%	\$0.00	(\$0.46)		0%			\$0.00	(\$0.46)
Week Ending	3/1/98	0%		1	100%	\$0.00	(\$0.46)		0%			\$0.00	(\$0.46)
Week Ending	03/08/1998	0%		1	100%	\$0.00	(\$0.38)		0%			\$0.00	(\$0.38)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	27%	\$0.00	\$0.00	73%	\$0.19	\$1.02		0%			\$0.14	\$0.74
Week Ending	2/8/98	24%	\$0.00	\$0.00	76%	(\$0.50)	\$1.15		0%			(\$0.38)	\$0.88
Week Ending	2/15/98	22%	\$0.00	\$0.00	78%	(\$0.74)	\$0.95		0%			(\$0.58)	\$0.74
Week Ending	2/22/98	24%	(\$2.00)	\$0.00	76%	(\$0.71)	\$1.30		0%			(\$1,01)	\$0.99
Week Ending	3/1/98	24%	(\$2.00)	\$0.00	76%	(\$0.71)	\$1.42		0%			(\$1.01)	\$1.08
Week Ending	03/08/1998	25%	(\$2.27)	\$0.00	75%	(\$1.31)	\$1.42		0%			(\$1.55)	\$1.06
•								l					
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$0.17)	\$0.00	l	0%			(\$0.17)	\$0.00
Week Ending	2/8/98	0%			100%	(\$0.30)	(\$0.13)	l	0%			(\$0.30)	(\$0.13)
Week Ending	2/15/98	0%			100%	(\$0.30)	(\$0.13)		0%			(\$0.30)	(\$0.13)
Week Ending	2/22/98	0%			100%	(\$0.29)	(\$0.13)		0%		1	(\$0.29)	(\$0.13)
Week Ending	3/1/98	0%			100%	(\$0.30)	(\$0.13)	li	0%			(\$0.30)	(\$0.13)
Week Ending	03/08/1998	0%			100%	(\$1.02)	\$0.00		0%			(\$1.02)	\$0.00
Salam/Sunariillet		% CIV	Kool	Newport	% CIV	Kool	Newport	▎▐	% CIV	Kool	Newport	Kooi	Newport
Salem/SuperMkt		76 CIV	KOOI	Membort	/8 CIV	NOOL	Newport	lŀ	/8 OIV	1,001	Rewport	11001	Rewport
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Week Ending				1	99%						1		
*Average Price G	iap							ı L					

Weekly Trended - ALL STORES Carton Analysis

		MORE AGGRESSIVE			WITH	IIN STRA	TEGY		LESS	AGGRES	SSIVE	TOTAL	TOTAL
	•		APG*	APG		APG	APG	_		APG	APG	APG	APG
Camel(XNF)/Gas	Conv I	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Г	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	18%	\$2.65	(\$3.00)	72%	\$3.38	(\$0.97)		11%	\$4.50	\$0.00	\$3.37	(\$1.22)
Week Ending	2/8/98	18%	\$2.65	(\$3.00)	72%	\$3.38	(\$0.97)		11%	\$4.50	\$0.00	\$3.37	(\$1.22)
Week Ending	2/15/98	16%	\$2.65	(\$3.00)	74%	\$3.29	(\$1.77)	1	10%	\$4.40	\$0.00	\$3.30	(\$1.79)
Week Ending	2/22/98	16%	\$2.65	(\$3.00)	74%	\$3.43	(\$1.77)		10%	\$4.40	\$0.00	\$3.40	(\$1.79)
Week Ending	3/1/98	18%	\$2.65	(\$3.00)	71%	\$3.41	(\$1.74)		11%	\$4.40	\$0.00	\$3.38	(\$1.77)
Week Ending	03/08/1998	18%	\$2.65	(\$3.00)	82%	\$3.08	(\$0.78)		0%			\$3.01	(\$1.18)
Came!(XNF)/Cig(Outlet	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	┝	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	26%	\$2.99	(\$2.50)	74%	\$4.13	(\$1.35)		0%			\$3.83	(\$1.65)
Week Ending	2/8/98	0%	,		100%	\$4.61	(\$1.39)		0%			\$4.61	(\$1.39)
Week Ending	2/15/98	0%		F	100%	\$4.44	(\$1.42)		0%		i	\$4.44	(\$1.42)
Week Ending	2/22/98	0%			100%	\$4.50	(\$1.50)		0%		1	\$4.50	(\$1.50)
Week Ending	3/1/98	0%		1	100%	\$4.56	(\$1.50)		0%			\$4.56	(\$1.50)
Week Ending	03/08/1998	45%	\$3.88	(\$0.21)	55%	\$4.14	\$0.00		0%			\$4.03	(\$0.09)
Camel(XNF)/Oth	Ex MI	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	-	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$1.22	\$0.00		0%			\$1.22	\$0.00
Week Ending	2/8/98	0%		1	100%	\$1.22	\$0.00		0%			\$1.22	\$0.00
Week Ending	2/15/98	0%		1	100%	\$1.47	(\$0.26)		0%		1	\$1.47	(\$0.26)
Week Ending	2/22/98	0%		1	100%	\$3.48	(\$2.48)		0%			\$3.48	(\$2.48)
Week Ending	3/1/98	0%		j	100%	\$3.22	(\$2.22)		0%		1	\$3.22	(\$2.22)
Week Ending	03/08/1998	0%			100%	\$3.22	(\$2.22)		0%			\$3.22	(\$2.22)
Camel(XNF)/Sup	erMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	┞	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending													
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Weekly Trended - ALL STORES Carton Analysis

	MORE	AGGRE	SSIVE	WITH	IN STRA	TEGY	LESS	AGGRE	SSIVE	TOTAL	TOTAL
•		APG*	APG		APG	APG		APG	APG	APG	APG
Winston/GasConv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending							Ī		i		
Week Ending				1		1					
Week Ending			- 1	ı			1				
Week Ending			1	i			1				
Week Ending							1				
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending 2/1/98	26%	\$2.99	(\$2.50)	74%	\$4.13	(\$1.35)	0%	•		\$3.83	(\$1.65)
Week Ending 2/8/98	0%		,	100%	\$4.61	(\$1.39)	0%			\$4.61	(\$1.39)
Week Ending 2/15/98	0%			100%	\$4.44	(\$1.42)	0%			\$4.44	(\$1.42)
Week Ending 2/22/98	0%			100%	\$4.50	(\$1.50)	0%		1	\$4.50	(\$1.50)
Week Ending 3/1/98	0%			100%	\$4.56	(\$1.50)	0%		į.	\$4.56	(\$1.50)
Week Ending 03/08/1998	45%	\$3.88	(\$0.21)	55%	\$4.14	\$0.00	0%			\$4.03	(\$0.09)
Winston/Oth Ex MI	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending											
Week Ending			1				İ				
Week Ending											
Week Ending							1				
Week Ending						- 1	i				
Week Ending						1					
Winston/SuperMkt	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending			1			1					
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Week Ending	[1		j	Į		1		
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Weekly Trended - ALL STORES Carton Analysis

		MORE AGGRESSIVE		WITH	IN STRAT	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL	
	•		APG*	APG		APG	APG	_		APG	APG	APG	APG
Doral/GasConv	1	% CIV	Sav	Mriboro	% CIV	Sav	Mriboro	Г	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	11%	(\$2.00)	(\$7.50)	89%	\$0.00	(\$4.48)		0%			(\$0.22)	(\$4.81)
Week Ending	2/8/98	11%	(\$2.00)	(\$7.50)	89%	\$0.00	(\$4.48)		0%			(\$0.22)	(\$4.81)
Week Ending	2/15/98	10%	(\$2.00)	(\$7.50)	90%	\$0.00	(\$5.04)		0%			(\$0.20)	(\$5.29)
Week Ending	2/22/98	10%	(\$2.00)	(\$7.50)	90%	\$0.00	(\$5.16)		0%			(\$0.20)	(\$5.39)
Week Ending	3/1/98	11%	(\$2.00)	(\$7.50)	89%	\$0.00	(\$5.11)		0%		1	(\$0.22)	(\$5.37)
Week Ending	03/08/1998	11%	(\$2.00)	(\$7.50)	89%	\$0.00	(\$4.02)		.0%			(\$0.22)	(\$4.41)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	 	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$5.49)	Γ	0%			\$0.00	(\$5.49)
Week Ending	2/8/98	0%		4	100%	(\$0.02)	(\$6.02)		0%			(\$0.02)	(\$6.02)
Week Ending	2/15/98	18%	(\$1.00)	(\$6.49)	82%	\$0.00	(\$5.95)		0%			(\$0.18)	(\$6.05)
Week Ending	2/22/98	18%	(\$1.00)	(\$6.49)	82%	\$0.00	(\$6.11)		0%.			(\$0.18)	(\$6.18)
Week Ending	3/1/98	18%	(\$1.00)	(\$6.49)	82%	\$0.00	(\$6.20)		0%			(\$0.18)	(\$6.25)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$4.12)		0%		·	\$0.00	(\$4.12)
Doral/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	l	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	(\$1.48)	(\$2.70)	Г	0%			(\$1.48)	(\$2.70)
Week Ending	2/8/98	0%			100%	(\$1.48)	(\$2.70)		0%			(\$1.48)	(\$2.70)
Week Ending	2/15/98	0%			100%	(\$1.48)	(\$3.22)		0%			(\$1.48)	(\$3.22)
Week Ending	2/22/98	0%			100%	\$0.00	(\$5.96)		0%			\$0.00	(\$5.96)
Week Ending	3/1/98	0%			100%	\$0.00	(\$5.44)		0%		ł	\$0.00	(\$5.44)
Week Ending	03/08/1998	0%		ļ	100%	\$0.00	(\$5.44)		0%			\$0.00	(\$5.44)
Doral/SuperMkt		% CIV	Sav	Mriboro	% CIV	Sav	Mriboro	╏╏	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$3.59)	ļſ	0%]	\$0.00	(\$3.59)
Week Ending	2/8/98	0%		1	100%	\$0.00	(\$5.30)	1	0%		l	\$0.00	(\$5.30)
Week Ending	2/15/98	8%	(\$1.00)	(\$6.01)	92%	\$0.00	(\$5.70)		0%		1	(\$0.08)	(\$5.72)
Week Ending	2/22/98	8%	(\$1.00)	(\$6.01)	92%	\$0.00	(\$5.68)		0%		i	(\$0.08)	(\$5.71)
Week Ending	3/1/98	8%	(\$1.00)	(\$6.01)	92%	\$0.00	(\$5.75)		0%			(\$0.08)	(\$5.77)
Week Ending	03/08/1998	74%	(\$0.56)	(\$3.78)	26%	(\$0.17)	(\$4.46)		0%			(\$0.46)	(\$3.96)
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Weekly Trended - ALL STORES Carton Analysis

		MORE AGGRESSIVE			WITH	IIN STRA	TEGY		LESS	AGGRES	SSIVE	TOTAL	TOTAL
		 _	APG*	APG		APG	APG	_		APG	APG	APG	APG
Salem/GasConv	1	% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	\$0.00	(\$4.00)	·	0%			\$0.00	(\$4.00)
Week Ending	2/8/98	0%			100%	\$0.00	(\$4.00)		0%			\$0.00	(\$4.00)
Week Ending	2/15/98	0%		İ	100%	\$0.00	(\$4.00)		0%		1	\$0.00	(\$4.00)
Week Ending	2/22/98	0%		1	100%	\$0.00	(\$4.00)	1	0%		1	\$0.00	(\$4.00)
Week Ending	3/1/98	0%			100%	\$0.00	(\$4.00)		0%		1	\$0.00	(\$4.00)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$4.00)		0%		i	\$0.00	(\$4.00)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	 	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	29%	\$0.00	(\$2.00)	71%	\$1.15	\$0.91		0%			\$0.82	\$0.07
Week Ending	2/8/98	20%	\$0.00	(\$2.00)	80%	\$1.56	\$1.14		0%			\$1.25	\$0.52
Week Ending	2/15/98	20%	\$0.00	(\$2.00)	80%	\$1.56	\$1.05		0%			\$1.25	\$0.45
Week Ending	2/22/98	20%	\$0.00	(\$2.00)	80%	\$2.15	\$0.33		0%		- 1	\$1.73	(\$0.13)
Week Ending	3/1/98	20%	\$0.00	(\$2.00)	80%	\$2.50	(\$0.03)		0%		1	\$2.01	(\$0.42)
Week Ending	03/08/1998	20%	\$0.00	(\$4.00)	80%	\$2.39	\$1.38	[0%			\$1.92	\$0.32
Salem/Oth Ex Mi		% CIV	Kool	Newport	% CIV	Kool	Newport	╏╏	% CIV	Kool	Newport	Kool	Newport
Week Ending								Γ					
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Week Ending	,			į			l	1			ļ		
Week Ending													
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	<u> </u>	% CIV	Kool	Newport	Kool	Newport
Week Ending								Г					
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Week Ending	•	1		[•						
Week Ending				1	1		ĺ				ļ		
Week Ending				1	99%						j		
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Weekly Trended - ALL STORES Pack Analysis

		MORE AGGRESSIVE		WITE	HIN STRA	TEGY	LES:	S AGGRE	SSIVE	TOTAL	TOTAL	
			APG*	APG		APG	APG		APG	APG	APG	APG
Camel(XNF)/Gas	Conv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	6%	\$0.21	(\$0.21)	80%	\$0.33	(\$0.12)	14%	\$0.59	(\$0.09)	\$0.36	(\$0.12)
Week Ending	2/8/98	4%	\$0.24	(\$0.24)	81%	\$0.34	(\$0.13)	15%	\$0.60	(\$0.10)	\$0.38	(\$0.13)
Week Ending	2/15/98	6%	\$0.26	(\$0.23)	78%	\$0.35	(\$0.14)	16%	\$0.61	(\$0.10)	\$0.39	(\$0.14)
Week Ending	2/22/98	5%	\$0.23	(\$0.24)	78%	\$0.35	(\$0.14)	17%	\$0.60	(\$0.11)	\$0.38	(\$0.14)
Week Ending	3/1/98	6%	\$0.21	(\$0.24)	77%	\$0.35	(\$0.15)	17%	\$0.59	(\$0.11)	\$0.38	(\$0.15)
Week Ending	03/08/1998	5%	\$0.24	(\$0.22)	76%	\$0.34	(\$0.12)	19%	\$0.54	(\$0.08)	\$0.37	(\$0.12)
Camel(XNF)/Cig6	Outlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	37%	\$0.34	(\$0.22)	63%	\$0.34	(\$0.08)	0%			\$0.34	(\$0.13)
Week Ending	2/8/98	24%	\$0.33	(\$0.24)	73%	\$0.33	(\$0.09)	3%	\$0.38	\$0.00	\$0.33	(\$0.12)
Week Ending	2/15/98	25%	\$0.32	(\$0.25)	75%	\$0.33	(\$0.10)	0%			\$0.33	(\$0.14)
Week Ending	2/22/98	42%	\$0.34	(\$0.24)	58%	\$0.36	(\$0.10)	0%			\$0.35	(\$0.16)
Week Ending	3/1/98	42%	\$0.34	(\$0.24)	57%	\$0.35	(\$0.13)	1%	\$0.30	\$0.00	\$0.35	(\$0.17)
Week Ending	03/08/1998	46%	\$0.32	(\$0.21)	49%	\$0.36	(\$0.10)	5%	\$0.41	\$0.03	\$0.35	(\$0.14)
Camel(XNF)/Oth	Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending	2/1/98	4%	\$0.25	(\$0.21)	82%	\$0.28	(\$0.07)	15%	\$0.53	(\$0.09)	\$0.32	(\$0.08)
Week Ending	2/8/98	3%	\$0.26	(\$0.22)	87%	\$0.28	(\$0.10)	10%	\$0.52	(\$0.06)	\$0.30	(\$0.10)
Week Ending	2/15/98	1%	\$0.26	(\$0.20)	88%	\$0.29	(\$0.10)	11%	\$0.54	(\$0.14)	\$0.32	(\$0.10)
Week Ending	2/22/98	1%	\$0.26	(\$0.20)	89%	\$0.30	(\$0.10)	10%	\$0.55	(\$0.14)	\$0.32	(\$0.10)
Week Ending	3/1/98	2%	\$0.26	(\$0.20)	84%	\$0.30	(\$0.11)	14%	\$0.53	(\$0.13)	\$0.33	(\$0.11)
Week Ending	03/08/1998	3%	\$0.25	(\$0.23)	83%	\$0.30	(\$0.10)	14%	\$0.56	(\$0.12)	\$0.34	(\$0.10)
Camel(XNF)/Sup	erMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending												
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Week Ending				1								

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Weekly Trended - ALL STORES Pack Analysis

		MORE	E AGGRE	SSIVE	WITH	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG	_		APG	APG	APG	APG
Winston/GasConv	1	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Г	% CIV	Sav	Mriboro	Sav	Mrlboro
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Winston/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	┢	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	37%	\$0.34	(\$0.22)	63%	\$0.34	(\$0.08)	▕	0%			\$0.34	(\$0.13)
Week Ending	2/8/98	24%	\$0.33	(\$0.24)	73%	\$0.33	(\$0.09)	ŀ	3%	\$0.38	\$0.00	\$0.33	(\$0.12)
Week Ending	2/15/98	25%	\$0.32	(\$0.25)	75%	\$0.33	(\$0.10)		0%		1	\$0.33	(\$0.14)
Week Ending	2/22/98	42%	\$0.34	(\$0.24)	58%	\$0.36	(\$0.10)		0%			\$0.35	(\$0.16)
Week Ending	3/1/98	42%	\$0.34	(\$0.24)	57%	\$0.35	(\$0.13)		1%	\$0.30	\$0.00	\$0.35	(\$0.17)
Week Ending (03/08/1998	46%	\$0.32	(\$0.21)	49%	\$0.36	(\$0.10)	-	5%	\$0.41	\$0.03	\$0.35	(\$0.14)
Winston/Oth Ex Mi		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	┝	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending 2	2/1/98	0%			96%	\$0.26	\$0.00		4%	\$0.50	\$0.00	\$0.27	\$0.00
Week Ending 2	2/8/98	0%			96%	\$0.26	(\$0.00)		4%	\$0.50	\$0.00	\$0.27	(\$0.00)
Week Ending	2/15/98	0%			97%	\$0.27	(\$0.02)	1	3%	\$0.50	\$0.00	\$0.28	(\$0.02)
Week Ending	2/22/98	0%			97%	\$0.27	(\$0.02)	-	3%	\$0.50	\$0.00	\$0.28	(\$0.02)
Week Ending	3/1/98	0%		i	88%	\$0.27	(\$0.02)	ı	12%	\$0.50	\$0.00	\$0.30	(\$0.02)
Week Ending	03/08/1998	0%			87%	\$0.26	\$0.00	ı	13%	\$0.50	\$0.00	\$0.29	\$0.00
Winston/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	ŀ	% CIV	Sav	Mriboro	Sav	Mrlboro
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Weekly Trended - ALL STORES Pack Analysis

		MOR	E AGGRE	SSIVE	WIT	HIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG	•		APG	APG	APG	APG
Doral/GasConv		% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	1	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	6%	(\$0.13)	(\$0.61)	90%	(\$0.00)	(\$0.48)		4%	\$0.13	(\$0.49)	(\$0.01)	(\$0.48)
Week Ending	2/8/98	5%	(\$0.15)	(\$0.64)	93%	(\$0.00)	(\$0.51)		2%	\$0.18	(\$0.53)	(\$0.01)	(\$0.51)
Week Ending	2/15/98	5%	(\$0.17)	(\$0.66)	93%	(\$0.00)	(\$0.52)		2%	\$0.23	(\$0.59)	(\$0.00)	(\$0.53)
Week Ending	2/22/98	5%	(\$0.17)	(\$0.66)	92%	(\$0.00)	(\$0.53)		3%	\$0.14	(\$0.39)	(\$0.01)	(\$0.53)
Week Ending	3/1/98	6%	(\$0.21)	(\$0.64)	91%	(\$0.00)	(\$0.54)		3%	\$0.14	(\$0.38)	(\$0.01)	(\$0.54)
Week Ending	03/08/1998	6%	(\$0.20)	(\$0.63)	92%	(\$0.00)	(\$0.50)		2%	\$0.16	(\$0.36)	(\$0.01)	(\$0.50)
Doral/CigOutlet		% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	(\$0.01)	(\$0.48)		0%			(\$0.01)	(\$0.48)
Week Ending	2/8/98	5%	(\$0.30)	(\$0.45)	95%	(\$0.01)	(\$0.47)		0%			(\$0.02)	(\$0.47)
Week Ending	2/15/98	5%	(\$0.30)	(\$0.45)	95%	(\$0.01)	(\$0.49)		0%		1	(\$0.02)	(\$0.49)
Week Ending	2/22/98	0%			100%	(\$0.00)	(\$0.51)		0%			(\$0.00)	(\$0.51)
Week Ending	3/1/98	0%		1	100%	(\$0.00)	(\$0.52)		0%			(\$0.00)	(\$0.52)
Week Ending	03/08/1998	2%	(\$0.20)	(\$0.48)	98%	(\$0.00)	(\$0.50)		0%			(\$0.01)	(\$0.50)
Doral/Oth Ex Mi		% CIV	Sav	Mriboro	% CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	1%	(\$0.10)	(\$0.20)	97%	(\$0.01)	(\$0.41)		2%	\$0.18	(\$0.14)	(\$0.00)	(\$0.40)
Week Ending	2/8/98	2%	(\$0.16)	(\$0.43)	96%	(\$0.00)	(\$0.40)		2%	\$0.18	(\$0.14)	(\$0.00)	(\$0.40)
Week Ending	2/15/98	2%	(\$0.16)	(\$0.43)	97%	(\$0.00)	(\$0.43)		1%	\$0.26	(\$0.07)	(\$0.00)	(\$0.43)
Week Ending	2/22/98	2%	(\$0.15)	(\$0.51)	98%	(\$0.00)	(\$0.43)		1%	\$0.20	(\$0.30)	(\$0.00)	(\$0.43)
Week Ending	3/1/98	2%	(\$0.16)	(\$0.51)	97%	\$0.00	(\$0.45)		1%	\$0.26	(\$0.18)	\$0.00	(\$0.44)
Week Ending	03/08/1998	2%	(\$0.16)	(\$0.52)	96%	(\$0.00)	(\$0.43)		2%	\$0.31	(\$0.39)	\$0.00	(\$0.44)
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Şav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	12%	(\$0.18)	(\$0.44)	86%	(\$0.01)	(\$0.30)		3%	\$0.00	(\$0.09)	(\$0.03)	(\$0.31)
Week Ending	2/8/98	8%	(\$0.20)	(\$0.43)	92%	(\$0.00)	(\$0.30)		0%		1	(\$0.02)	(\$0.31)
Week Ending	2/15/98	4%	(\$0.05)	(\$0.48)	96%	(\$0.00)	(\$0.33)		0%	ē	İ	(\$0.01)	(\$0.34)
Week Ending	2/22/98	4%	(\$0.05)	(\$0.48)	96%	\$0.00	(\$0.34)		0%		1	(\$0.00)	(\$0.35)
Week Ending	3/1/98	4%	(\$0.05)	(\$0.48)	96%	\$0.00	(\$0.35)		0%		ļ	(\$0.00)	(\$0.35)
Week Ending	03/08/1998	6%	(\$0.13)	(\$0.50)	94%	(\$0.00)	(\$0.34)		0%			(\$0.01)	(\$0.35)
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Weekly Trended - ALL STORES Pack Analysis

		MORI	E AGGRE	SSIVE	WIT	HIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG			APG	APG	APG	APG
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	Г	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	5%	(\$0.27)	(\$0.27)	93%	(\$0.01)	(\$0.05)	Ĩ	2%	\$0.12	(\$0.28)	(\$0.02)	(\$0.06)
Week Ending	2/8/98	3%	(\$0.26)	(\$0.26)	93%	(\$0.01)	(\$0.05)		4%	\$0.18	(\$0.14)	(\$0.01)	(\$0.06)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.05)	ı	6%	\$0.16	(\$0.18)	(\$0.01)	(\$0.06)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.05)		5%	\$0.17	(\$0.16)	(\$0.01)	(\$0.06)
Week Ending	3/1/98	1%	(\$0.29)	(\$0.29)	94%	(\$0.01)	(\$0.06)	1	5%	\$0.17	(\$0.16)	(\$0.00)	(\$0.07)
Week Ending	03/08/1998	1%	(\$0.29)	(\$0.29)	95%	(\$0.01)	(\$0.05)		3%	\$0.19	(\$0.13)	(\$0.01)	(\$0.06)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	┟	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	34%	(\$0.26)	(\$0.26)	62%	\$0.05	(\$0.09)		4%	\$0.00	\$0.00	\$0.00	(\$0.14)
Week Ending	2/8/98	26%	(\$0.26)	(\$0.26)	70%	\$0.02	(\$0.07)	ı	3%	\$0.00	\$0.00	(\$0.05)	(\$0.12)
Week Ending	2/15/98	26%	(\$0.26)	(\$0.26)	74%	(\$0.01)	(\$0.10)	Ì	0%			(\$0.08)	(\$0.14)
Week Ending	2/22/98	39%	(\$0.10)	(\$0.27)	61%	(\$0.03)	(\$0.11)		0%			(\$0.06)	(\$0.17)
Week Ending	3/1/98	38%	(\$0.10)	(\$0.27)	61%	\$0.01	(\$0.12)		1%	\$0.00	\$0.00	(\$0.03)	(\$0.17)
Week Ending	03/08/1998	40%	(\$0.11)	(\$0.27)	56%	(\$0.08)	(\$0.11)		4%	\$0.00	\$0.00	(\$0.09)	(\$0.17)
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	╌┠	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	1%	(\$0.30)	(\$0.30)	99%	(\$0.00)	(\$0.06)		0%		ì	(\$0.01)	(\$0.07)
Week Ending	2/8/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.04)		0%		1	(\$0.01)	(\$0.05)
Week Ending	2/15/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.05)		0%			(\$0.01)	(\$0.06)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	99%	(\$0.01)	(\$0.05)		0%			(\$0.01)	(\$0.05)
Week Ending	3/1/98	1%	(\$0.30)	(\$0.30)	99%	\$0.00	(\$0.06)		0%			(\$0.00)	(\$0.06)
Week Ending	03/08/1998	1%	(\$0.30)	(\$0.30)	98%	(\$0.01)	(\$0.05)		1%	\$0.40	\$0.30	(\$0.00)	(\$0.05)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	Ŀ	% CIV	Kool	Newport	Kool	Newport
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*Average Price G	ap							L					

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Weekly Trended - ALL STORES Pack Analysis

		MOR	E AGGRE	SSIVE	WITH	iin stra	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG	•		APG	APG	APG	APG
Camel(XNF)/Gas	Conv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	-	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	6%	\$0.17	(\$0.21)	78%	\$0.33	(\$0.08)	i	16%	\$0.55	(\$0.04)	\$0.35	(\$0.08)
Week Ending	2/8/98	4%	\$0.23	(\$0.25)	77%	\$0.34	(\$0.09)	i	20%	\$0.53	(\$0.07)	\$0.37	(\$0.09)
Week Ending	2/15/98	8%	\$0.25	(\$0.22)	71%	\$0.35	(\$0.09)		21%	\$0.55	(\$0.08)	\$0.38	(\$0.10)
Week Ending	2/22/98	8%	\$0.24	(\$0.22)	69%	\$0.35	(\$0.09)		23%	\$0.57	(\$0.07)	\$0.39	(\$0.10)
Week Ending	3/1/98	8%	\$0.22	(\$0.22)	70%	\$0.35	(\$0.09)		23%	\$0.57	(\$0.06)	\$0.39	(\$0.09)
Week Ending	03/08/1998	7%	\$0.25	(\$0.23)	68%	\$0.34	(\$0.06)		25%	\$0.54	(\$0.06)	\$0.38	(\$0.07)
Camel(XNF)/Cig(Outlet	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	ŀ	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	55%	\$0.34	(\$0.22)	45%	\$0.40	(\$0.09)		0%			\$0.37	(\$0.16)
Week Ending	2/8/98	39%	\$0.33	(\$0.24)	56%	\$0.37	(\$0.10)		5%	\$0.38	\$0.00	\$0.35	(\$0.15)
Week Ending	2/15/98	39%	\$0.33	(\$0.24)	61%	\$0.36	(\$0.11)		0%			\$0.34	(\$0.16)
Week Ending	2/22/98	60%	\$0.34	(\$0.23)	40%	\$0.40	(\$0.10)		0%.			\$0.37	(\$0.18)
Week Ending	3/1/98	57%	\$0.34	(\$0.23)	41%	\$0.39	(\$0.15)		2%	\$0.30	\$0.00	\$0.36	(\$0.19)
Week Ending	03/08/1998	63%	\$0.32	(\$0.20)	30%	\$0.41	(\$0.15)		8%	\$0.41	\$0.03	\$0.35	(\$0.17)
Camel(XNF)/Oth	Ex Mi	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	ł	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	6%	\$0.25	(\$0.21)	82%	\$0.27	(\$0.04)		11%	\$0.57	(\$0.15)	\$0.31	(\$0.06)
Week Ending	2/8/98	6%	\$0.26	(\$0.22)	90%	\$0.25	(\$0.04)	- 1	4%	\$0.62	(\$0.15)	\$0.27	(\$0.06)
Week Ending	2/15/98	3%	\$0.26	(\$0.20)	89%	\$0.28	(\$0.05)	- 1	8%	\$0.64	(\$0.23)	\$0.31	(\$0.07)
Week Ending	2/22/98	3%	\$0.26	(\$0.20)	88%	\$0.29	(\$0.06)		9%	\$0.63	(\$0.14)	\$0.32	(\$0.07)
Week Ending	3/1/98	4%	\$0.26	(\$0.20)	78%	\$0.28	(\$0.06)	- [19%	\$0.55	(\$0.09)	\$0.33	(\$0.07)
Week Ending	03/08/1998	2%	\$0.27	(\$0.20)	81%	\$0.28	(\$0.04)		17%	\$0.60	(\$0.10)	\$0.34	(\$0.06)
Camel(XNF)/Sup	erMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	ţ	% CIV	Sav	Mrlboro	Sav	Mrlboro
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Weekly Trended - ALL STORES Pack Analysis

		MORE	AGGRE	SSIVE	WITH	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
	•		APG*	APG		APG	APG	-		APG	APG	APG	APG
Winston/GasConv	I	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mriboro
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Winston/CigOutlet	ł	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	h	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/	/1/98	55%	\$0.34	(\$0.22)	45%	\$0.40	(\$0.09)	Γ	0%			\$0.37	(\$0.16)
Week Ending 2/	/8/98	39%	\$0.33	(\$0.24)	56%	\$0.37	(\$0.10)		5%	\$0.38	\$0.00	\$0.35	(\$0.15)
Week Ending 2/	/15/98	39%	\$0.33	(\$0.24)	61%	\$0.36	(\$0.11)	- 1	0%			\$0.34	(\$0.16)
Week Ending 2/	/22/98	60%	\$0.34	(\$0.23)	40%	\$0.40	(\$0.10)	[0%		i	\$0.37	(\$0.18)
Week Ending 3/	/1/98	57%	\$0.34	(\$0.23)	41%	\$0.39	(\$0.15)		2%	\$0.30	\$0.00	\$0.36	(\$0.19)
Week Ending 0:	3/08/1998	63%	\$0.32	(\$0.20)	30%	\$0.41	(\$0.15)		8%	\$0.41	\$0.03	\$0.35	(\$0.17)
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Winston/Oth Ex MI		% CIV	Şav	Mriboro	% CIV	Sav	Mriboro	-	% CIV	Sav	Mrlboro	Sav	Mrlboro
~	/1/98	0%		ľ	100%	\$0.26	\$0.00	- 1	0%		1	\$0.26	\$0.00
	/8/98	0%			100%	\$0.25	\$0.00	- 1	0%		1	\$0.25	\$0.00
-	/15/98	0%			100%	\$0.27	(\$0.02)	- 1	0%		ł	\$0.27	(\$0.02)
•	/22/98	0%			100%	\$0.27	(\$0.02)	- 1	0%	** **	***	\$0.27	(\$0.02)
•	/1/98	0%			87%	\$0.27	(\$0.02)	- 1	13%	\$0.50	\$0.00	\$0.30	(\$0.02)
Week Ending 03	3/08/1998	0%			86%	\$0.25	\$0.00		14%	\$0.50	\$0.00	\$0.29	\$0.00
Winston/SuperMkt	1	% CIV	Sav	Mrlboro	% CIV	Şav	Mrlboro	ŀ	% CIV	Sav	Mrlboro	Sav	Mrlboro
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Weekly Trended - ALL STORES Pack Analysis

		MOR	E AGGRE	SSIVE	WITI	HIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG			APG	APG	APG	APG
Doral/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending	2/1/98	6%	(\$0.10)	(\$0.55)	89%	(\$0.00)	(\$0.43)	i	5%	\$0.15	(\$0.42)	(\$0.00)	(\$0.44)
Week Ending	2/8/98	4%	(\$0.14)	(\$0.55)	93%	(\$0.00)	(\$0.46)		3%	\$0.19	(\$0.44)	(\$0.00)	(\$0.46)
Week Ending	2/15/98	5%	(\$0.17)	(\$0.55)	92%	\$0.00	(\$0.48)		4%	\$0.19	(\$0.49)	(\$0.00)	(\$0.48)
Week Ending	2/22/98	4%	(\$0.17)	(\$0.55)	92%	\$0.00	(\$0.49)		4%	\$0.19	(\$0.41)	(\$0.00)	(\$0.49)
Week Ending	3/1/98	8%	(\$0.27)	(\$0.56)	87%	\$0.00	(\$0.49)		4%	\$0.18	(\$0.38)	(\$0.01)	(\$0.49)
Week Ending	03/08/1998	8%	(\$0.24)	(\$0.57)	87%	(\$0.00)	(\$0.46)		5%	\$0.16	(\$0.34)	(\$0.01)	(\$0.47)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.53)		0%			\$0.00	(\$0.53)
Week Ending	2/8/98	8%	(\$0.30)	(\$0.45)	92%	\$0.00	(\$0.54)	ŀ	0%		1	(\$0.02)	(\$0.53)
Week Ending	2/15/98	8%	(\$0.30)	(\$0.45)	92%	\$0.00	(\$0.54)		0%			(\$0.02)	(\$0.53)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.54)		0%		I	\$0.00	(\$0.54)
Week Ending	3/1/98	0%		1	100%	\$0.00	(\$0.55)		0%		ľ	\$0.00	(\$0.55)
Week Ending	03/08/1998	3%	(\$0.20)	(\$0.48)	97%	\$0.00	(\$0.53)		0%			(\$0.00)	(\$0.53)
Doral/Oth Ex MI		% CIV	Sav	Mriboro	% CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.37)		0%			(\$0.00)	(\$0.37)
Week Ending	2/8/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.33)		0%			(\$0.00)	(\$0.33)
Week Ending	2/15/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.38)		0%			(\$0.00)	(\$0.38)
Week Ending	2/22/98	1%	(\$0.10)	(\$0.39)	99%	\$0.00	(\$0.39)		0%		•	(\$0.00)	(\$0.39)
Week Ending	3/1/98	1%	(\$0.10)	(\$0.39)	99%	\$0.00	(\$0.41)	ŀ	0%			(\$0.00)	(\$0.41)
Week Ending	03/08/1998	1%	(\$0.10)	(\$0.39)	97%	\$0.00	(\$0.39)		1%	\$0.40	(\$0.78)	\$0.00	(\$0.39)
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	1	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	20%	(\$0.18)	(\$0.44)	80%	\$0.00	(\$0.28)	ı	0%			(\$0.04)	(\$0.32)
Week Ending	2/8/98	14%	(\$0.20)	(\$0.43)	86%	\$0.00	(\$0.28)	ı	0%		•	(\$0.03)	(\$0.30)
Week Ending	2/15/98	7%	(\$0.05)	(\$0.48)	93%	\$0.00	(\$0.34)	ı	0%			(\$0.00)	(\$0.35)
Week Ending	2/22/98	7%	(\$0.05)	(\$0.48)	93%	\$0.00	(\$0.34)		0%		i	(\$0.00)	(\$0.35)
Week Ending	3/1/98	8%	(\$0.05)	(\$0.48)	92%	\$0.00	(\$0.35)		0%		j	(\$0.00)	(\$0.36)
Week Ending	03/08/1998	8%	(\$0.05)	(\$0.48)	92%	\$0.00	(\$0.33)		0%			(\$0.00)	(\$0.34)
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Weekly Trended - ALL STORES Pack Analysis

		MOR	E AGGRE	SSIVE	WITI	HIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG	<u>, </u>	APG	APG		· · · · · ·	APG	APG	APG	APG
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	1	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	8%	(\$0.29)	(\$0.29)	92%	(\$0.02)	(\$0.03)	İÌ	0%			(\$0.04)	(\$0.05)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.30)	95%	(\$0.01)	(\$0.03)		2%	\$0.40	\$0.30	(\$0.00)	(\$0.03)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.02)		5%	\$0.24	(\$0.03)	(\$0.00)	(\$0.02)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.02)		5%	\$0.25	(\$0.00)	(\$0.00)	(\$0.02)
Week Ending	3/1/98	2%	(\$0.28)	(\$0.28)	93%	(\$0.00)	(\$0.03)		6%	\$0.25	(\$0.00)	\$0.00	(\$0.03)
Week Ending	03/08/1998	2%	(\$0.28)	(\$0.28)	94%	(\$0.01)	(\$0.03)		5%	\$0.24	(\$0.03)	(\$0.00)	(\$0.03)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	╽┟	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	46%	(\$0.26)	(\$0.26)	49%	(\$0.08)	(\$0.09)		5%	\$0.00	\$0.00	\$0.00	(\$0.16)
Week Ending	2/8/98	37%	(\$0.26)	(\$0.26)	58%	(\$0.13)	(\$0.06)		5%	\$0.00	\$0.00	(\$0.17)	(\$0.13)
Week Ending	2/15/98	37%	(\$0.26)	(\$0.26)	63%	(\$0.13)	(\$0.07)		0%		1	(\$0.18)	(\$0.14)
Week Ending	2/22/98	51%	(\$0.10)	(\$0.27)	49%	(\$0.15)	(\$0.09)	1	0%		i	(\$0.13)	(\$0.18)
Week Ending	3/1/98	49%	(\$0.10)	(\$0.27)	50%	(\$0.09)	(\$0.10)	ı	2%	\$0.00	\$0.00	(\$0.09)	(\$0.18)
Week Ending	03/08/1998	52%	(\$0.11)	(\$0.27)	43%	(\$0.08)	(\$0.12)		5%	\$0.00	\$0.00	(\$0.09)	(\$0.19)
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kooi	Newport	1	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.05)		0%			(\$0.01)	(\$0.06)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.30)	97%	\$0.00	(\$0.03)		0%		ļ	(\$0.01)	(\$0.03)
Week Ending	2/15/98	3%	(\$0.30)	(\$0.30)	97%	\$0.00	(\$0.03)		0%		į	(\$0.01)	(\$0.04)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	99%	\$0.00	(\$0.03)		0%		i i	(\$0.00)	(\$0.04)
Week Ending	3/1/98	1%	(\$0.30)	(\$0.30)	99%	\$0.01	(\$0.04)		0%			\$0.01	(\$0.04)
Week Ending	03/08/1998	1%	(\$0.30)	(\$0.30)	98%	\$0.01	(\$0.04)	-	1%	\$0.40	\$0.30	\$0.01	(\$0.03)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	ł	% CIV	Koo!	Newport	Kool	Newport
Week Ending								Г					
Week Ending							1				1		
Week Ending								- 1			1		
Week Ending	-			•				ı					
Week Ending				j							Į.		
Week Ending				1	99%						İ		
*Average Price G	ap				<u> </u>			L					

Weekly Trended - ALL STORES Pack Analysis

		MOR	E AGGRE	SSIVE	WITH	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
		-	APG*	APG		APG	APG	•		APG	APG	APG	APG
Camel(XNF)/Gas	Conv	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro]	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	11%	\$0.21	(\$0.22)	72%	\$0.32	(\$0.11)		18%	\$0.71	(\$0.16)	\$0.38	(\$0.13)
Week Ending	2/8/98	6%	\$0.24	(\$0.25)	77%	\$0.33	(\$0.14)		17%	\$0.72	(\$0.15)	\$0.39	(\$0.15)
Week Ending	2/15/98	6%	\$0.24	(\$0.25)	71%	\$0.35	(\$0.16)		22%	\$0.67	(\$0.13)	\$0.41	(\$0.16)
Week Ending	2/22/98	5%	\$0.14	(\$0.27)	73%	\$0.35	(\$0.16)		23%	\$0.51	(\$0.16)	\$0.40	(\$0.17)
Week Ending	3/1/98	8%	\$0.17	(\$0.26)	71%	\$0.35	(\$0.19)		21%	\$0.61	(\$0.17)	\$0.39	(\$0.19)
Week Ending	03/08/1998	5%	\$0.21	(\$0.26)	72%	\$0.34	(\$0.17)		23%	\$0.54	(\$0.11)	\$0.38	(\$0.16)
Camel(XNF)/Cig(Outlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$0.35	(\$0.05)		0%			\$0.35	(\$0.05)
Week Ending	2/8/98	0%		Ī	100%	\$0.35	(\$0.05)		0%		l	\$0.35	(\$0.05)
Week Ending	2/15/98	22%	\$0.29	(\$0.30)	78%	\$0.35	(\$0.05)		0%			\$0.34	(\$0.10)
Week Ending	2/22/98	29%	\$0.29	(\$0.30)	71%	\$0.46	(\$0.07)		0%		ŀ	\$0.41	(\$0.14)
Week Ending	3/1/98	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)		0%			\$0.42	(\$0.22)
Week Ending	03/08/1998	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	ŀ	0%			\$0.42	(\$0.22)
Camel(XNF)/Oth	Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	2%	\$0.26	(\$0.20)	71%	\$0.29	(\$0.14)		27%	\$0.51	(\$0.01)	\$0.35	(\$0.11)
Week Ending	2/8/98	0%		1	79%	\$0.31	(\$0.18)		21%	\$0.51	(\$0.01)	\$0.35	(\$0.15)
Week Ending	2/15/98	0%			81%	\$0.31	(\$0.18)		19%	\$0.49	(\$0.07)	\$0.35	(\$0.16)
Week Ending	2/22/98	0%			87%	\$0.33	(\$0.15)		13%	\$0.48	(\$0.15)	\$0.35	(\$0.15)
Week Ending	3/1/98	0%			89%	\$0.34	(\$0.15)		11%	\$0.51	(\$0.22)	\$0.36	(\$0.16)
Week Ending	03/08/1998	2%	\$0.21	(\$0.25)	87%	\$0.34	(\$0.14)		11%	\$0.51	(\$0.14)	\$0.36	(\$0.15)
Camel(XNF)/Sup	erMkt	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending													
Week Ending				1	- 1								
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Weekly Trended - ALL STORES Pack Analysis

	MORE	AGGRE	SSIVE	WITH	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
•		APG*	APG		APG	APG	•		APG	APG	APG	APG
Winston/GasConv Week Ending	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	ļ	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending			1			i						
Week Ending						ı	i					
Week Ending						ŀ				i		
Week Ending				1								
Week Ending						i		•				
Winston/CigOutlet	% CIV	Sav	Mriboro	% CIV	Sav	Mriboro	-	% CIV	Sav	Miriboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.35	(\$0.05)	ı	0%			\$0.35	(\$0.05)
Week Ending 2/8/98	0%		1	100%	\$0.35	(\$0.05)	ŀ	0%			\$0.35	(\$0.05)
Week Ending 2/15/98	22%	\$0.29	(\$0.30)	78%	\$0.35	(\$0.05)	ı	0%			\$0.34	(\$0.10)
Week Ending 2/22/98	29%	\$0.29	(\$0.30)	71%	\$0.46	(\$0.07)		0%			\$0.41	(\$0.14)
Week Ending 3/1/98	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)		0%			\$0.42	(\$0.22)
Week Ending 03/08/1998	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)		0%			\$0.42	(\$0.22)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	ŀ	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending 2/1/98	0%			0%			Ī	100%	\$0.50	\$0.00	\$0.50	\$0.00
Week Ending 2/8/98	0%			0%			- 1	100%	\$0.50	\$0.00	\$0.50	\$0.00
Week Ending 2/15/98	0%			66%	\$0.29	\$0.00		34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 2/22/98	0%		ł	66%	\$0.29	\$0.00	1	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 3/1/98	0%			66%	\$0.29	\$0.00	1	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 03/08/1998	0%			66%	\$0.29	\$0.00		34%	\$0.50	\$0.00	\$0.36	\$0.00
Winston/SuperMkt	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	ŀ	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending			:			1				ļ		
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Weekly Trended - ALL STORES Pack Analysis

		MORE	E AGGRE	SSIVE	WITH	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG	•		APG	APG	APG	APG
Doral/GasConv	1	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	1 1	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	6%	(\$0.22)	(\$0.54)	89%	(\$0.01)	(\$0.51)	1 1	6%	\$0.14	(\$0.62)	(\$0.01)	(\$0.52)
Week Ending	2/8/98	6%	(\$0.18)	(\$0.56)	91%	(\$0.00)	(\$0.55)	ll	4%	\$0.17	(\$0.61)	(\$0.01)	(\$0.55)
Week Ending	2/15/98	4%	(\$0.17)	(\$0.64)	94%	(\$0.00)	(\$0.56)	1	2%	\$0.32	(\$0.86)	(\$0.00)	(\$0.57)
Week Ending	2/22/98	4%	(\$0.17)	(\$0.64)	91%	\$0.00	(\$0.58)	ll	5%	\$0.09	(\$0.38)	(\$0.00)	(\$0.57)
Week Ending	3/1/98	4%	(\$0.17)	(\$0.58)	91%	\$0.00	(\$0.59)		5%	\$0.09	(\$0.38)	(\$0.00)	(\$0.58)
Week Ending	03/08/1998	2%	(\$0.12)	(\$0.48)	97%	(\$0.00)	(\$0.55)		1%	\$0.15	(\$0.53)	(\$0.00)	(\$0.55)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.40)	1 1	0%			\$0.00	(\$0.40)
Week Ending	2/8/98	0%		i	100%	\$0.00	(\$0.40)	1 1	0%			\$0.00	(\$0.40)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.44)	1 1	0%			\$0.00	(\$0.44)
Week Ending	2/22/98	0%		i	100%	\$0.00	(\$0.55)		0%			\$0.00	(\$0.55)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.63)		0%			\$0.00	(\$0.63)
Week Ending	03/08/1998	0%		Ì	100%	\$0.00	(\$0.63)		0%		i	\$0.00	(\$0.63)
Doral/Oth Ex M!		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			90%	(\$0.01)	(\$0.48)		10%	\$0.18	(\$0.14)	\$0.01	(\$0.45)
Week Ending	2/8/98	0%			92%	(\$0.01)	(\$0.51)	ŀŀ	8%	\$0.18	(\$0.14)	\$0.01	(\$0.48)
Week Ending	2/15/98	0%			95%	(\$0.01)	(\$0.52)		5%	\$0.26	(\$0.07)	\$0.01	(\$0.50)
Week Ending	2/22/98	0%			98%	(\$0.01)	(\$0.50)		2%	\$0.20	(\$0.30)	(\$0.00)	(\$0.50)
Week Ending	3/1/98	0%			95%	\$0.00	(\$0.52)		5%	\$0.26	(\$0.18)	\$0.01	(\$0.51)
Week Ending	03/08/1998	0%			95%	\$0.00	(\$0.51)		5%	\$0.26	(\$0.18)	\$0.01	(\$0.49)
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	(\$0.09)	(\$0.29)	ii	0%			(\$0.09)	(\$0.29)
Week Ending	2/8/98	0%			100%	(\$0.08)	(\$0.27)		0%			(\$0.08)	(\$0.27)
Week Ending	2/15/98	0%			100%	(\$0.08)	(\$0.27)		0%			(\$0.08)	(\$0.27)
Week Ending	2/22/98	0%		•	100%	\$0.00	(\$0.41)		0%			\$0.00	(\$0.41)
Week Ending	3/1/98	0%		1	100%	\$0.00	(\$0.41)		0%			\$0.00	(\$0.41)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$0.34)		0%			\$0.00	(\$0.34)
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Weekly Trended - ALL STORES Pack Analysis

		MORE	E AGGRE	SSIVE	WITH	IIN STRA	TEGY		LESS	AGGRES	SSIVE	TOTAL	TOTAL
		_	APG*	APG		APG	APG			APG	APG	APG	APG
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	6	6 CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	5%	(\$0.23)	(\$0.23)	88%	(\$0.00)	(\$0.04)	├─	8%	\$0.12	(\$0.28)	(\$0.00)	(\$0.06)
Week Ending	2/8/98	4%	(\$0.23)	(\$0.23)	88%	(\$0.01)	(\$0.03)	·	8%	\$0.12	(\$0.28)	(\$0.01)	(\$0.06)
Week Ending	2/15/98	1%	(\$0.20)	(\$0.30)	91%	(\$0.01)	(\$0.06)		8%	\$0.12	(\$0.28)	(\$0.00)	(\$0.08)
Week Ending	2/22/98	2%	(\$0.30)	(\$0.30)	92%	(\$0.01)	(\$0.07)	.	6%	\$0.10	(\$0.30)	(\$0.01)	(\$0.09)
Week Ending	3/1/98	2%	(\$0.30)	(\$0.30)	92%	(\$0.00)	(\$0.07)		6%	\$0.10	(\$0.30)	(\$0.00)	(\$0.09)
Week Ending	03/08/1998	2%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.07)		4%	\$0.10	(\$0.30)	(\$0.01)	(\$0.08)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	<u></u> -	6 CIV	Kool	Newport	Kool	Newport
Week Ending			7,000	port	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			-		11.001		\$0.00	
Week Ending					1		1					40.00	
Week Ending											ŀ		
Week Ending					1		1						
Week Ending					1		Ì						
Week Ending													
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	<u>-</u> -	6 CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$0.06)	(\$0.18)		0%			(\$0.06)	(\$0.18)
Week Ending	2/8/98	0%			100%	(\$0.06)	(\$0.05)	ı	0%		[(\$0.06)	(\$0.05)
Week Ending	2/15/98	0%			100%	(\$0.06)	(\$0.05)		0%		Ī	(\$0.06)	(\$0.05)
Week Ending	2/22/98	0%			100%	(\$0.05)	(\$0.05)		0%		ŀ	(\$0.05)	(\$0.05)
Week Ending	3/1/98	0%			100%	(\$0.05)	(\$0.05)		0%			(\$0.05)	(\$0.05)
Week Ending	03/08/1998	0%			100%	(\$0.05)	(\$0.08)		0%			(\$0.05)	(\$0.08)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	 9	6 CIV	Kool	Newport	Kool	Newport
Week Ending				·									
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*Average Price G	ap				<u>I</u>		<u>-</u>	<u> </u>			<u></u>		

Weekly Trended - ALL STORES Pack Analysis

		MORE AGGRESSIVE			WITH	WITHIN STRATEGY			LESS	AGGRE	TOTAL	TOTAL	
			APG*	APG		APG	APG			APG	APG	APG	APG
Camel(XNF)/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	9	% CIV	Şav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	2%	\$0.24	(\$0.05)	93%	\$0.33	(\$0.10)		5%	\$0.38	\$0.12	\$0.33	(\$0.09)
Week Ending	2/8/98	2%	\$0.19	(\$0.11)	93%	\$0.34	(\$0.11)		4%	\$0.64	(\$0.02)	\$0.35	(\$0.11)
Week Ending	2/15/98	1%	\$0.24	(\$0.05)	96%	\$0.34	(\$0.11)	ı	3%	\$0.74	\$0.00	\$0.35	(\$0.10)
Week Ending	2/22/98	2%	\$0.18	(\$0.12)	95%	\$0.34	(\$0.10)	- 1	2%	\$0.74	\$0.00	\$0.35	(\$0.09)
Week Ending	3/1/98	2%	\$0.18	(\$0.12)	95%	\$0.33	(\$0.10)	ı	3%	\$0.74	\$0.00	\$0.34	(\$0.09)
Week Ending	03/08/1998	2%	\$0.18	(\$0.12)	93%	\$0.31	(\$0.09)		5%	\$0.46	\$0.07	\$0.32	(\$0.08)
Camel(XNF)/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	9	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.38	\$0.00		0%			\$0.38	\$0.00
Week Ending	2/8/98	0%			100%	\$0.38	\$0.00	- 1	0%			\$0.38	\$0.00
Week Ending	2/15/98	0%		ŀ	100%	\$0.47	(\$0.15)		0%			\$0.47	(\$0.15)
Week Ending	2/22/98	0%		l.	100%	\$0.47	(\$0.15)		0%			\$0.47	(\$0.15)
Week Ending	3/1/98	0%			100%	\$0.47	(\$0.15)	ı	0%			\$0.47	(\$0.15)
Week Ending	03/08/1998	0%			100%	\$0.61	\$0.10		0%			\$0.61	\$0.10
Camel(XNF)/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	9	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			90%	\$0.27	(\$0.06)		10%	\$0.45	(\$0.15)	\$0.29	(\$0.07)
Week Ending	2/8/98	0%			91%	\$0.27	(\$0.07)		9%	\$0.45	(\$0.15)	\$0.29	(\$0.08)
Week Ending	2/15/98	0%			91%	\$0.29	(\$0.07)		9%	\$0.45	(\$0.15)	\$0.30	(\$0.08)
Week Ending	2/22/98	0%			91%	\$0.28	(\$0.08)		9%	\$0.45	(\$0.15)	\$0.30	(\$0.08)
Week Ending	3/1/98	0%			91%	\$0.28	(\$0.09)		9%	\$0.45	(\$0.15)	\$0.29	(\$0.09)
Week Ending	03/08/1998	9%	\$0.25	(\$0.25)	82%	\$0.27	(\$0.09)		9%	\$0.45	(\$0.15)	\$0.29	(\$0.11)
Camel(XNF)/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	9	% CIV	Sav	Mrlboro	Sav	Mrlboro
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Weekly Trended - ALL STORES Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS	AGGRE	TOTAL	TOTAL	
		APG*	APG		APG	APG	-	APG	APG	APG	APG
Winston/GasConv	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
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Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending 2/8/98	0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending 2/15/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 2/22/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 3/1/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 03/08/1998	0%			100%	\$0.61	\$0.10	0%		ŀ	\$0.61	\$0.10
Winston/Oth Ex MI	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.27	\$0.00	0%	<u> </u>		\$0.27	\$0.00
Week Ending 2/8/98	0%			100%	\$0.29	(\$0.02)	0%		1	\$0.29	(\$0.02)
Week Ending 2/15/98	0%			100%	\$0.29	(\$0.02)	0%		1	\$0.29	(\$0.02)
Week Ending 2/22/98	0%			100%	\$0.28	(\$0.02)	0%		1	\$0.28	(\$0.02)
Week Ending 3/1/98	0%		1	100%	\$0.28	(\$0.02)	0%			\$0.28	(\$0.02)
Week Ending 03/08/1998	0%			100%	\$0.27	\$0.00	0%			\$0.27	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending						-					
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Weekly Trended - ALL STORES Pack Analysis

		MORE AGGRESSIVE		WITH	IN STRA	TEGY		LESS	AGGRES	SSIVE	TOTAL	TOTAL	
		<u> </u>	APG*	APG		APG	APG	_		APG	APG	APG	APG
Doral/GasConv	ı	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	ı	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			99%	(\$0.01)	(\$0.44)	Г	1%	\$0.00	(\$0.11)	(\$0.01)	(\$0.43)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.45)		0%			\$0.00	(\$0.45)
Week Ending	2/15/98	0%			100%	(\$0.00)	(\$0.46)		0%			(\$0.00)	(\$0.46)
Week Ending	2/22/98	1%	(\$0.25)	(\$0.57)	99%	(\$0.00)	(\$0.44)		0%			(\$0.00)	(\$0.45)
Week Ending	3/1/98	1%	(\$0.25)	(\$0.57)	99%	(\$0.00)	(\$0.44)		0%			(\$0.01)	(\$0.44)
Week Ending	03/08/1998	1%	(\$0.25)	(\$0.57)	99%	(\$0.01)	(\$0.41)		0%			(\$0.01)	(\$0.41)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	l	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.38)		0%			\$0.00	(\$0.38)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.38)	1	0%			\$0.00	(\$0.38)
Week Ending	2/15/98	0%		1	100%	\$0.00	(\$0.62)	1	0%		ł	\$0.00	(\$0.62)
Week Ending	2/22/98	0%		ļ.	100%	\$0.00	(\$0.62)		0%			\$0.00	(\$0.62)
Week Ending	3/1/98	0%		I	100%	\$0.00	(\$0.62)		0%		- 1	\$0.00	(\$0.62)
Week Ending	03/08/1998	0%		1	100%	\$0.00	(\$0.51)		0%			\$0.00	(\$0.51)
Dora!/Oth Ex Mi		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro		% CIV	Şav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	(\$0.03)	(\$0.39)		0%		l	(\$0.03)	(\$0.39)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.02)	(\$0.38)		0%		1	(\$0.02)	(\$0.39)
Week Ending	2/15/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.38)		0%		1	(\$0.01)	(\$0.39)
Week Ending	2/22/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.39)		0%			(\$0.01)	(\$0.39)
Week Ending	3/1/98	3%	(\$0.30)	(\$0.54)	97%	\$0.00	(\$0.39)		0%			(\$0.01)	(\$0.39)
Week Ending	03/08/1998	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.41)		0%			(\$0.01)	(\$0.41)
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	l	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			93%	\$0.00	(\$0.33)		7%	\$0.00	(\$0.09)	\$0.00	(\$0.31)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.33)	1	0%			\$0.00	(\$0.33)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.34)		0%			\$0.00	(\$0.34)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.34)		0%			\$0.00	(\$0.34)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.33)		0%			\$0.00	(\$0.33)
Week Ending	03/08/1998	5%	(\$0.25)	(\$0.53)	95%	\$0.00	(\$0.33)		0%			(\$0.01)	(\$0.34)
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Weekly Trended - ALL STORES Pack Analysis

		MORE	AGGRE	SSIVE	WITH	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG			APG	APG	APG	APG
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	۱ ا	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$0.00)	(\$0.10)	i i	0%			(\$0.00)	(\$0.10)
Week Ending	2/8/98	0%		ļ	97%	(\$0.01)	(\$0.10)	1	3%	\$0.10	(\$0.30)	(\$0.01)	(\$0.10)
Week Ending	2/15/98	0%			97%	(\$0.01)	(\$0.11)		3%	\$0.10	(\$0.30)	(\$0.01)	(\$0.11)
Week Ending	2/22/98	0%			98%	(\$0.02)	(\$0.09)		2%	\$0.10	(\$0.30)	(\$0.02)	(\$0.10)
Week Ending	3/1/98	0%			97%	(\$0.02)	(\$0.09)		3%	\$0.10	(\$0.30)	(\$0.02)	(\$0.10)
Week Ending	03/08/1998	0%			100%	(\$0.02)	(\$0.09)		0%			(\$0.02)	(\$0.09)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	\$0.15	\$0.15		0%			\$0.00	\$0.15
Week Ending	2/8/98	0%			100%	\$0.15	\$0.15		0%			\$0.15	\$0.15
Week Ending	2/15/98	0%			100%	(\$0.15)	(\$0.15)		0%			(\$0.15)	(\$0.15)
Week Ending	2/22/98	0%			100%	(\$0.15)	(\$0.15)		0%			(\$0.15)	(\$0.15)
Week Ending	3/1/98	0%			100%	(\$0.15)	(\$0.15)		0%			(\$0.15)	(\$0.15)
Week Ending	03/08/1998	0%			100%	\$0.15	\$0.15		0%		i	\$0.15	\$0.15
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.08)	1	0%			\$0.00	(\$0.08)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.07)	1	0%			\$0.00	(\$0.07)
Week Ending	2/15/98	0%			100%	(\$0.01)	(\$0.10)		0%			(\$0.01)	(\$0.10)
Week Ending	2/22/98	0%			100%	(\$0.01)	(\$0.10)		0%		1	(\$0.01)	(\$0.10)
Week Ending	3/1/98	0%			100%	(\$0.01)	(\$0.10)		0%		1	(\$0.01)	(\$0.10)
Week Ending	03/08/1998	0%			100%	(\$0.04)	(\$0.10)		0%			(\$0.04)	(\$0.10)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending													
Week Ending				1									
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Week Ending					99%								
*Average Price G	ар												

Pland B: Syracust on Camelin C-GAS

Less Assessive 25%

- Albany on Camelin C-GAS LA - 23%

3/9/98 BUFFALO REGION

Weekly Trended - ALL STORES Pack Analysis

BUFFALO REG	SION				га	CK Allaij	yala .			-	- //10 (
		MORE	E AGGRE	SSIVE	WITH	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL	
			APG*	APG		APG	APG	•		APG	APG	APG	APG ,	Bossonio Ok C5%
Camel(XNF)/GasC	onv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	١	% CIV	Sav	Mrlboro	Sav	Mrlboro	Q- 03
Week Ending	2/1/98	6%	\$0.21	(\$0.21)	80%	\$0.33	(\$0.12)	į	14%	\$0.59	(\$0.09)	\$0.36	(\$0.12)	U 3 /4
Week Ending	2/8/98	4%	\$0.24	(\$0.24)	81%	\$0.34	(\$0.13)		15%	\$0.60	(\$0.10)	\$0.38	(\$0.13)	
Week Ending	2/15/98	6%	\$0.26	(\$0.23)	78%	\$0.35	(\$0.14)		16%	\$0.61	(\$0.10)	\$0.39	(\$0.14)	N. 1 O
Week Ending	2/22/98	5%	\$0.23	(\$0.24)	78%	\$0.35	(\$0.14)	1	17%	\$0.60	(\$0.11)	\$0.38	(\$0.14) _	- Nowe
Week Ending	3/1/98	6%	\$0.21	(\$0.24)	77%	\$0.35	(\$0.15)		17%	\$0.59	(\$0.11)	\$0.38	(\$0.15)	
Week Ending	03/08/1998	5%	\$0.24	(\$0.22)	76%	\$0.34	(\$0.12)		19%	\$0.54	(\$0.08)	\$0.37	(\$0.12)	Notice 14% LA!
Camel(XNF)/CigO	utlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro	101
Week Ending	2/1/98	37%	\$0.34	(\$0.22)	63%	\$0.34	(\$0.08)		0%			\$0.34	(\$0.13)	~ /F !
Week Ending	2/8/98	24%	\$0.33	(\$0.24)	73%	\$0.33	(\$0.09)		3%	\$0.38	\$0.00	\$0.33	(\$0.12)	
Week Ending	2/15/98	25%	\$0.32	(\$0.25)	75%	\$0.33	(\$0.10)	- 1	0%			\$0.33	(\$0.14)	
Week Ending	2/22/98	42%	\$0.34	(\$0.24)	58%	\$0.36	(\$0.10)	- 1	0%			\$0.35	(\$0.16)	
Week Ending	3/1/98	42%	\$0.34	(\$0.24)	57%	\$0.35	(\$0.13)	- 1	1%	\$0.30	\$0.00	\$0.35	(\$0.17)	
Week Ending	03/08/1998	46%	\$0.32	(\$0.21)	49%	\$0.36	(\$0.10)	١	5%	\$0.41	\$0.03	\$0.35	(\$0.14)	
Camel(XNF)/Oth B	Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	1	% CIV	Sav	Mrlboro	Sav	Mrlboro	
Week Ending	2/1/98	4%	\$0.25	(\$0.21)	82%	\$0.28	(\$0.07)	ı	15%	\$0.53	(\$0.09)	\$0.32	(\$0.08)	
Week Ending	2/8/98	3%	\$0.26	(\$0.22)	87%	\$0.28	(\$0.10)	- 1	10%	\$0.52	(\$0.06)	\$0.30	(\$0.10)	
Week Ending	2/15/98	1%	\$0.26	(\$0.20)	88%	\$0.29	(\$0.10)	- 1	11%	\$0.54	(\$0.14)	\$0.32	(\$0.10)	
Week Ending	2/22/98	1%	\$0.26	(\$0.20)	89%	\$0.30	(\$0.10)	٠ ا	10%	\$0.55	(\$0.14)	\$0.32	(\$0.10)	
Week Ending	3/1/98	2%	\$0.26	(\$0.20)	84%	\$0.30	(\$0.11)	- 1	14%	\$0.53	(\$0.13)	\$0.33	(\$0.11)	
Week Ending	03/08/1998	3%	\$0.25	(\$0.23)	83%	\$0.30	(\$0.10)		14%	\$0.56	(\$0.12)	\$0.34	(\$0.10)	
Camel(XNF)/Supe	rMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	١	% CIV	Sav	Mrlboro	Sav	Mrlboro	
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Week Ending

3/9/98 BUFFALO REGION

Weekly Trended - ALL STORES Pack Analysis

		MORE	AGGRE	SSIVE	WITH	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
	•	<u></u>	APG*	APG		APG	APG	_		APG	APG	APG	APG
Winston/GasConv Week Ending Week Ending	v	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending Week Ending													•
Week Ending Week Ending	:								-				
Winston/CigOutle	t	% CIV	Sav	Mrlboro	% CiV	Sav	Mrlboro	t	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	37%	\$0.34	(\$0.22)	63%	\$0.34	(\$0.08)	- 1	0%			\$0.34	(\$0.13)
Week Ending	2/8/98	24%	\$0.33	(\$0.24)	73%	\$0.33	(\$0.09)	ı	3%	\$0.38	\$0.00	\$0.33	(\$0.12)
Week Ending	2/15/98	25%	\$0.32	(\$0.25)	75%	\$0.33	(\$0.10)	ł	0%			\$0.33	(\$0.14)
Week Ending	2/22/98	42%	\$0.34	(\$0.24)	58%	\$0.36	(\$0.10)		0%			\$0.35	(\$0.16)
Week Ending	3/1/98	42%	\$0.34	(\$0.24)	57%	\$0.35	(\$0.13)	ŀ	1%	\$0.30	\$0.00	\$0.35	(\$0.17)
Week Ending	03/08/1998	46%	\$0.32	(\$0.21)	49%	\$0.36	(\$0.10)		5%	\$0.41	\$0.03	\$0.35	(\$0.14)
Winston/Oth Ex N	an 1	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	F	% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending	2/1/98	0%			96%	\$0.26	\$0.00	<u> </u>	4%	\$0.50	\$0.00	\$0.27	\$0.00
Week Ending	2/8/98	0%			96%	\$0.26	(\$0.00)		4%	\$0.50	\$0.00	\$0.27	(\$0.00)
Week Ending	2/15/98	0%			97%	\$0.27	(\$0.02)		3%	\$0.50	\$0.00	\$0.28	(\$0.02)
Week Ending	2/22/98	0%			97%	\$0.27	(\$0.02)		3%	\$0.50	\$0.00	\$0.28	(\$0.02)
Week Ending	3/1/98	0%		1	88%	\$0.27	(\$0.02)	ŀ	12%	\$0.50	\$0.00	\$0.30	(\$0.02)
Week Ending	03/08/1998	0%			87%	\$0.26	\$0.00.		13%	\$0.50	\$0.00	\$0.29	\$0.00
Winston/SuperMk	αt	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	t	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending					1			ı					
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3/9/98 BUFFALO REGION

Weekly Trended - ALL STORES Pack Analysis

		MORE AGGRESSIVE		WITI	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL	
•	•		APG*	APG		APG	APG	•		APG	APG	APG	APG
							···-		44 694		94 th	Sav	Mrlboro
Doral/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	1 1	% CIV	Sav	Mrlboro		(\$0.48)
Week Ending	2/1/98	6%	(\$0.13)	(\$0.61)	90%	(\$0.00)	(\$0.48)	li	4%	\$0.13	(\$0.49)	(\$0.01)	•
Week Ending	2/8/98	5%	(\$0.15)	(\$0.64)	93%	(\$0.00)	(\$0.51)	li	2%	\$0.18	(\$0.53)	(\$0.01)	(\$0.51)
Week Ending	2/15/98	5%	(\$0.17)	(\$0.66)	93%	(\$0.00)	(\$0.52)	l	2%	\$0.23	(\$0.59)	(\$0.00)	(\$0.53)
Week Ending	2/22/98	5%	(\$0.17)	(\$0.66)	92%	(\$0.00)	(\$0.53)	ı	3%	\$0.14	(\$0.39)	(\$0.01)	(\$0.53)
Week Ending	3/1/98	6%	(\$0.21)	(\$0.64)	91%	(\$0.00)	(\$0.54)	! !	3%	\$0.14	(\$0.38)	(\$0.01)	(\$0.54)
Week Ending	03/08/1998	6%	(\$0.20)	(\$0.63)	92%	(\$0.00)	(\$0.50)		2%	\$0.16	(\$0.36)	(\$0.01)	(\$0.50)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro		% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	(\$0.01)	(\$0.48)	1 1	0%			(\$0.01)	(\$0.48)
Week Ending	2/8/98	5%	(\$0.30)	(\$0.45)	95%	(\$0.01)	(\$0.47)		0%			(\$0.02)	(\$0.47)
Week Ending	2/15/98	5%	(\$0.30)	(\$0.45)	95%	(\$0.01)	(\$0.49)	ı	0%			(\$0.02)	(\$0.49)
Week Ending	2/22/98	0%	(44.00)	(42112,	100%	(\$0.00)	(\$0.51)	i	0%			(\$0.00)	(\$0.51)
Week Ending	3/1/98	0%		ŀ	100%	(\$0.00)	(\$0.52)		0%	•		(\$0.00)	(\$0.52)
-	03/08/1998	2%	(\$0.20)	(\$0.48)	98%	(\$0.00)	(\$0.50)		0%			(\$0.01)	(\$0.50)
Week Ending	03/09/1990	276	(\$0.20)	(\$0.40)	30%	(\$0.00)	(40.55)		C 70			(7 010 1)	(******)
Doral/Oth Ex Mi		% CIV	Sav	Mriboro	% CIV	Şav	Mrlboro	1 1	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	1%	(\$0.10)	(\$0.20)	97%	(\$0.01)	(\$0.41)	1 1	2%	\$0.18	(\$0.14)	(\$0.00)	(\$0.40)
Week Ending	2/8/98	2%	(\$0.16)	(\$0.43)	96%	(\$0.00)	(\$0.40)	li	2%	\$0.18	(\$0.14)	(\$0.00)	(\$0.40)
Week Ending	2/15/98	2%	(\$0.16)	(\$0.43)	97%	(\$0.00)	(\$0.43)		1%	\$0.26	(\$0.07)	(\$0.00)	(\$0.43)
Week Ending	2/22/98	2%	(\$0.16)	(\$0.51)	98%	(\$0.00)	(\$0.43)		1%	\$0.20	(\$0.30)	(\$0.00)	(\$0.43)
Week Ending	3/1/98	2%	(\$0.16)	(\$0.51)	97%	\$0.00	(\$0.45)		1%	\$0.26	(\$0.18)	\$0.00	(\$0.44)
Week Ending	03/08/1998	2%	(\$0.16)	(\$0.52)	96%	(\$0.00)	(\$0.43)	li	2%	\$0.31	(\$0.39)	\$0.00	(\$0.44)
Week Linding	03/00/1330	2.70	(44.10)	(40.02)		(45155)	(*****,			-	`		•
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	12%	(\$0.18)	(\$0.44)	86%	(\$0.01)	(\$0.30)	li	3%	\$0.00	(\$0.09)	(\$0.03)	(\$0.31)
Week Ending	2/8/98	8%	(\$0.20)	(\$0.43)	92%	(\$0.00)	(\$0.30)	1 1	0%		ł	(\$0.02)	(\$0.31)
Week Ending	2/15/98	4%	(\$0.05)	(\$0.48)	96%	(\$0.00)	(\$0.33)	[]	0%		1	(\$0.01)	(\$0.34)
Week Ending	2/22/98	4%	(\$0.05)	(\$0.48)	96%	\$0.00	(\$0.34)	!	0%		1	(\$0.00)	(\$0.35)
Week Ending	3/1/98	4%	(\$0.05)	(\$0.48)	96%	\$0.00	(\$0.35)		0%		1	(\$0.00)	(\$0.35)
Week Ending	03/08/1998	6%	(\$0.13)	(\$0.50)	94%	(\$0.00)	(\$0.34)	l	0%		1	(\$0.01)	(\$0.35)
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3/9/98 BUFFALO REGION

Weekly Trended - ALL STORES Pack Analysis

		MORE	AGGRE	SSIVE	WITH	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
•	•		APG*	APG		APG	APG	_		APG	APG	APG	APG
												** *	Na
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	Į.	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	5%	(\$0.27)	(\$0.27)	93%	(\$0.01)	(\$0.05)	j	2%	\$0.12	(\$0.28)	(\$0.02)	(\$0.06)
Week Ending	2/8/98	3%	(\$0.26)	(\$0.26)	93%	(\$0.01)	(\$0.05)	- 1	4%	\$0.18	(\$0.14)	(\$0.01)	(\$0.06)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.05)	- 1	6%	\$0.16	(\$0.18)	(\$0.01)	(\$0.06)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.05)	ı	5%	\$0.17	(\$0.16)	(\$0.01)	(\$0.06)
Week Ending	3/1/98	1%	(\$0.29)	(\$0.29)	94%	(\$0.01)	(\$0.06)		5%	\$0.17	(\$0.16)	(\$0.00)	(\$0.07)
Week Ending	03/08/1998	1%	(\$0.29)	(\$0.29)	95%	(\$0.01)	(\$0.05)		3%	\$0.19	(\$0.13)	(\$0.01)	(\$0.06)
		% CIV	Kool	Newport	% CIV	Kool	Newport	ŀ	% CIV	Kool	Newport	Kool	Newport
Salem/CigOutlet	0/4/00			(\$0.26)	62%	\$0.05	(\$0.09)	ŀ	4%	\$0.00	\$0.00	\$0.00	(\$0.14)
Week Ending	2/1/98	34%	(\$0.26)		70%	\$0.03	(\$0.07)		3.%	\$0.00	\$0.00	(\$0.05)	(\$0.12)
Week Ending	2/8/98	26%	(\$0.26)	(\$0.26)	74%	(\$0.01)	(\$0.10)		0%	\$0.00	*****	(\$0.08)	(\$0.14)
Week Ending	2/15/98	26%	(\$0.26)	(\$0.26)					0%			(\$0.06)	(\$0.17)
Week Ending	2/22/98	39%	(\$0.10)	(\$0.27)	61%	(\$0.03)	(\$0.11)	- 1	1%	\$0.00	\$0.00	(\$0.03)	(\$0.17)
Week Ending	3/1/98	38%	(\$0.10)	(\$0.27)	61%	\$0.01	(\$0.12)	- 1	4%	\$0.00	\$0.00	(\$0.09)	(\$0.17)
Week Ending	03/08/1998	40%	(\$0.11)	(\$0.27)	56%	(\$0.08)	(\$0.11)		4 70	\$0.00	30.00	(40,03)	140.117
Salem/Oth Ex Mi		% CIV	Kool	Newport	% CIV	Kool	Newport	上	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	1%	(\$0.30)	(\$0.30)	99%	(\$0.00)	(\$0.06)	F	0%			(\$0.01)	(\$0.07)
Week Ending	2/8/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.04)	- 1	0%			(\$0.01)	(\$0.05)
Week Ending	2/15/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.05)	- 1	0%			(\$0.01)	(\$0.06)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	99%	(\$0.01)	(\$0.05)	- 1	0%			(\$0.01)	(\$0.05)
Week Ending	3/1/98	1%	(\$0.30)	(\$0.30)	99%	\$0.00	(\$0.06)	- 1	0%			(\$0.00)	(\$0.06)
Week Ending	03/08/1998	1%	(\$0.30)	(\$0.30)	98%	(\$0.01)	(\$0.05)		1%	\$0.40	\$0.30	(\$0.00)	(\$0.05)
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Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	L	% CIV	Kool	Newport	Kool	Newport
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^{*}Average Price Gap

Weekly Trended - ALL STORES Pack Analysis

		MORE	MORE AGGRESSIVE		WITH	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG	_		APG	APG	APG	APG
Camel(XNF)/Gas	Conv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Г	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	6%	\$0.17	(\$0.21)	78%	\$0.33	(\$0.08)	<u> </u> -	15%	\$0.55	(\$0.04)	\$0.35	(\$0.08)
Week Ending	2/8/98	4%	\$0.23	(\$0.25)	77%	\$0.34	(\$0.09)	1	20%	\$0.53	(\$0.07)	\$0.37	(\$0.09)
Week Ending	2/15/98	8%	\$0.25	(\$0.22)	71%	\$0.35	(\$0.09)	ı	21%	\$0.55	(\$0.08)	\$0.38	- (\$0.10)
Week Ending	2/22/98	8%	\$0.24	(\$0.22)	69%	\$0.35	(\$0.09)	I	23%	\$0.57	(\$0.07)	\$0.39	(\$0.10)
Week Ending	3/1/98	8%	\$0.22	(\$0.22)	70%	\$0.35	(\$0.09)	ŀ	23%	\$0.57	(\$0.06)	\$0.39	(\$0.09)
Week Ending	03/08/1998	7%	\$0.25	(\$0.23)	68%	\$0.34	(\$0.06)	ŀ	25%	\$0.54	(\$0.06)	\$0.38	(\$0.07)
Camel(XNF)/Cig	Outlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	l ŀ	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	55%	\$0.34	(\$0.22)	45%	\$0.40	(\$0.09)		0%			\$0.37	(\$0.16)
Week Ending	2/8/98	39%	\$0.33	(\$0.24)	56%	\$0.37	(\$0.10)		5%	\$0.38	\$0.00	\$0.35	(\$0.15)
Week Ending	2/15/98	39%	\$0.33	(\$0.24)	61%	\$0.36	(\$0.11)		0%		ŀ	\$0.34	(\$0.16)
Week Ending	2/22/98	60%	\$0.34	(\$0.23)	40%	\$0.40	(\$0.10)	1	0%		1	\$0.37	(\$0.18)
Week Ending	3/1/98	57%	\$0.34	(\$0.23)	41%	\$0.39	(\$0.15)	ł	2%	\$0.30	\$0.00	\$0.36	(\$0.19)
Week Ending	03/08/1998	63%	\$0.32	(\$0.20)	30%	\$0.41	(\$0.15)		8%	\$0.41	\$0.03	\$0.35	(\$0.17)
Camel(XNF)/Oth	Ex MI	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	\vdash	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	6%	\$0.25	(\$0.21)	82%	\$0.27	(\$0.04)		11%	\$0.57	(\$0.15)	\$0.31	(\$0.06)
Week Ending	2/8/98	6%	\$0.26	(\$0.22)	90%	\$0.25	(\$0.04)	ŀ	4%	\$0.62	(\$0.15)	\$0.27	(\$0.06)
Week Ending	2/15/98	3%	\$0.26	(\$0.20)	89%	\$0.28	(\$0.05)		8%	\$0.64	(\$0.23)	\$0.31	(\$0.07)
Week Ending	2/22/98	3%	\$0.26	(\$0.20)	88%	\$0.29	(\$0.06)	ľ	9%	\$0.63	(\$0.14)	\$0.32	(\$0.07)
Week Ending	3/1/98	4%	\$0.26	(\$0.20)	78%	\$0.28	(\$0.06)	ŀ	19%	\$0.55	(\$0.09)	\$0.33	(\$0.07)
Week Ending	03/08/1998	2%	\$0.27	(\$0.20)	81%	\$0.28	(\$0.04)		17%	\$0.60	(\$0.10)	\$0.34	(\$0.06)
Camel(XNF)/Sup	erMkt	% CIV	Şav	Mriboro	% CIV	Sav	Mrlboro	ŀ	% CIV	Sav	Mrlboro	Sav	Mrlboro
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Weekly Trended - ALL STORES Pack Analysis

		MORE AGGRESSIVE		WITH	IIN STRA	TEGY	LESS	AGGRE	SSIVE	TOTAL	TOTAL	
	•		APG*	APG		APG	APG		APG	APG	APG	APG
Winston/GasConv	ı	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	i									ì		
Week Ending				1	ŀ		•	1				
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Week Ending												
Winston/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
	1/98	55%	\$0.34	(\$0.22)	45%	\$0.40	(\$0.09)	0%			\$0.37	(\$0.16)
•	8/98	39%	\$0.33	(\$0.24)	56%	\$0.37	(\$0.10)	5%	\$0.38	\$0.00	\$0.35	(\$0.15)
_	15/98	39%	\$0.33	(\$0.24)	61%	\$0.36	(\$0.11)	0%			\$0.34	(\$0.16)
-	22/98	60%	\$0.34	(\$0.23)	40%	\$0.40	(\$0.10)	0%			\$0.37	(\$0.18)
	1/98	57%	\$0.34	(\$0.23)	41%	\$0.39	(\$0.15)	2%	\$0.30	\$0.00	\$0.36	(\$0.19)
•	3/08/1998	63%	\$0.32	(\$0.20)	30%	\$0.41	(\$0.15)	8%	\$0.41	\$0.03	\$0.35	(\$0.17)
Winston/Oth Ex MI		% CIV	Sav	Mriboro	% CIV	Sav	Mriboro	% CIV	Sav	Mriboro	Sav	Mriboro
	1/98	0%		11112010	100%	\$0.26	\$0.00	0%			\$0.26	\$0.00
	8/98	0%			100%	\$0.25	\$0.00	0%		- 1	\$0.25	\$0.00
	15/98	0%		į.	100%	\$0.27	(\$0.02)	0%		1	\$0.27	(\$0.02)
•	22/98	0%		1	100%	\$0.27	(\$0.02)	0%			\$0.27	(\$0.02)
	1/98	0%		ì	87%	\$0.27	(\$0.02)	13%	\$0.50	\$0.00	\$0.30	(\$0.02)
	3/08/1998	0%		1	86%	\$0.25	\$0.00	14%	\$0.50	\$0.00	\$0.29	\$0.00
Winston/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mriboro
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Weekly Trended - ALL STORES Pack Analysis

		MORE AGGRESSIVE		WIT	HIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL	
			APG*	APG		APG	APG	•		APG	APG	APG	APG
Doral/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	i	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	6%	(\$0.10)	(\$0.55)	89%	(\$0.00)	(\$0.43)	i	5%	\$0.15	(\$0.42)	(\$0.00)	(\$0.44)
Week Ending	2/8/98	4%	(\$0.14)	(\$0.55)	93%	(\$0.00)	(\$0.46)		3%	\$0.19	(\$0.44)	(\$0.00)	(\$0.46)
Week Ending	2/15/98	5%	(\$0.17)	(\$0.55)	92%	\$0.00	(\$0.48)		4%	\$0.19	(\$0.49)	(\$0.00)	(\$0.48)
Week Ending	2/22/98	4%	(\$0.17)	(\$0.55)	92%	\$0.00	(\$0.49)	1 1	4%	\$0.19	(\$0.41)	(\$0.00)	(\$0.49)
Week Ending	3/1/98	8%	(\$0.27)	(\$0.56)	87%	\$0.00	(\$0.49)		4%	\$0.18	(\$0.38)	(\$0.01)	(\$0.49)
Week Ending	03/08/1998	8%	(\$0.24)	(\$0.57)	87%	(\$0.00)	(\$0.46)		5%	\$0.16	(\$0.34)	(\$0.01)	(\$0.47)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.53)	1 1	0%			\$0.00	(\$0.53)
Week Ending	2/8/98	8%	(\$0.30)	(\$0.45)	92%	\$0.00	(\$0.54)		0%			(\$0.02)	(\$0.53)
Week Ending	2/15/98	8%	(\$0.30)	(\$0.45)	92%	\$0.00	(\$0.54)		0%			(\$0.02)	(\$0.53)
Week Ending	2/22/98	0%	•	i	100%	\$0.00	(\$0.54)		0%			\$0.00	(\$0.54)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.55)		0%			\$0.00	(\$0.55)
Week Ending	03/08/1998	3%	(\$0.20)	(\$0.48)	97%	\$0.00	(\$0.53)		0%			(\$0.00)	(\$0.53)
Doral/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro		% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.37)	ŀſ	0%			(\$0.00)	(\$0.37)
Week Ending	2/8/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.33)		0%			(\$0.00)	(\$0.33)
Week Ending	2/15/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.38)		0%			(\$0.00)	(\$0.38)
Week Ending	2/22/98	1%	(\$0.10)	(\$0.39)	99%	\$0.00	(\$0.39)		0%	•		(\$0.00)	(\$0.39)
Week Ending	3/1/98	1%	(\$0.10)	(\$0.39)	99%	\$0.00	(\$0.41)		0%			(\$0.00)	(\$0.41)
Week Ending	03/08/1998	1%	(\$0.10)	(\$0.39)	97%	\$0.00	(\$0.39)		1%	\$0.40	(\$0.78)	\$0.00	(\$0.39)
Doral/SuperMkt		% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	l	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	20%	(\$0.18)	(\$0.44)	80%	\$0.00	(\$0.28)		0%			(\$0.04)	(\$0.32)
Week Ending	2/8/98	14%	(\$0.20)	(\$0.43)	86%	\$0.00	(\$0.28)		0%			(\$0.03)	(\$0.30)
Week Ending	2/15/98	7%	(\$0.05)	(\$0.48)	93%	\$0.00	(\$0.34)		0%			(\$0.00)	(\$0.35)
Week Ending	.2/22/98	7%	(\$0.05)	(\$0.48)	93%	\$0.00	(\$0.34)	ŀ	0%			(\$0.00)	(\$0.35)
Week Ending	3/1/98	8%	(\$0.05)	(\$0.48)	92%	\$0.00	(\$0.35)		0%			(\$0.00)	(\$0.36)
Week Ending	03/08/1998	8%	(\$0.05)	(\$0.48)	92%	\$0.00	(\$0.33)		0%			(\$0.00)	(\$0.34)
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Weekly Trended - ALL STORES Pack Analysis

		MORE AGGRESSIVE		WITH	IIN STRA	TEGY	LESS	AGGRE	SSIVE	TOTAL	TOTAL	
	•		APG*	APG		APG	APG	·	APG	APG	APG	APG
Salem/GasConv	ı	% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	8%	(\$0.29)	(\$0.29)	92%	(\$0.02)	(\$0.03)	0%			(\$0.04)	(\$0.05)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.30)	95%	(\$0.01)	(\$0.03)	2%	\$0.40	\$0.30	(\$0.00)	(\$0.03)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.02)	5%	\$0.24	(\$0.03)	(\$0.00)	(\$0.02)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.02)	5%	\$0.25	(\$0.00)	(\$0.00)	(\$0.02)
Week Ending	3/1/98	2%	(\$0.28)	(\$0.28)	93%	(\$0.00)	(\$0.03)	6%	\$0.25	(\$0.00)	\$0.00	(\$0.03)
Week Ending	03/08/1998	2%	(\$0.28)	(\$0.28)	94%	(\$0.01)	(\$0.03)	5%	\$0.24	(\$0.03)	(\$0.00)	(\$0.03)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	46%	(\$0.26)	(\$0.26)	49%	(\$0.08)	(\$0.09)	5%	\$0.00	\$0.00	\$0.00	(\$0.16)
Week Ending	2/8/98	37%	(\$0.26)	(\$0.26)	58%	(\$0.13)	(\$0.06)	5%	\$0.00	\$0.00	(\$0.17)	(\$0.13)
Week Ending	2/15/98	37%	(\$0.26)	(\$0.26)	63%	(\$0.13)	(\$0.07)	0%		l	(\$0.18)	(\$0.14)
Week Ending	2/22/98	51%	(\$0.10)	(\$0.27)	49%	(\$0.15)	(\$0.09)	0%		l	(\$0.13)	(\$0.18)
Week Ending	3/1/98	49%	(\$0.10)	(\$0.27)	50%	(\$0.09)	(\$0.10)	2%	\$0.00	\$0.00	(\$0.09)	(\$0.18)
Week Ending	03/08/1998	52%	(\$0.11)	(\$0.27)	43%	(\$0.08)	(\$0.12)	5%	\$0.00	\$0.00	(\$0.09)	(\$0.19)
Salem/Oth Ex Mi		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.05)	0%			(\$0.01)	(\$0.06)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.30)	97%	\$0.00	(\$0.03)	0%		Į.	(\$0.01)	(\$0.03)
Week Ending	2/15/98	3%	(\$0.30)	(\$0.30)	97%	\$0.00	(\$0.03)	0%		1	(\$0.01)	(\$0.04)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	99%	\$0.00	(\$0.03)	0%		ŀ	(\$0.00)	(\$0.04)
Week Ending	3/1/98	1%	(\$0.30)	(\$0.30)	99%	\$0.01	(\$0.04)	0%		- 1	\$0.01	(\$0.04)
Week Ending	03/08/1998	1%	(\$0.30)	(\$0.30)	98%	\$0.01	(\$0.04)	1%	\$0.40	\$0.30	\$0.01	(\$0.03)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
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*Average Price Gap

Weekly Trended - ALL STORES Pack Analysis

		MORE AGGRESSIVE		WITH	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL	
			APG*	APG		APG	APG			APG	APG	APG	APG
Camel(XNF)/Gas	Conv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Γ %	6 CIV	Sav	Mriboro	Sav	Mriboro
Week Ending	2/1/98	11%	\$0.21	(\$0.22)	72%	\$0.32	(\$0.11)		18%	\$0.71	(\$0.16)	\$0.38	(\$0.13)
Week Ending	2/8/98	6%	\$0.24	(\$0.25)	77%	\$0.33	(\$0.14)		17%	\$0.72	(\$0.15)	\$0.39	(\$0.15)
Week Ending	2/15/98	6%	\$0.24	(\$0.25)	71%	\$0.35	(\$0.16)		22%	\$0.67	(\$0.13)	\$0.41	(\$0.16)
Week Ending	2/22/98	5%	\$0.14	(\$0.27)	73%	\$0.35	(\$0.16)	1	23%	\$0.61	(\$0.16)	\$0.40	(\$0.17)
Week Ending	3/1/98	8%	\$0.17	(\$0.26)	71%	\$0.35	(\$0.19)		21%	\$0.61	(\$0.17)	\$0.39	(\$0.19)
Week Ending	03/08/1998	5%	\$0.21	(\$0.26)	72%	\$0.34	(\$0.17)		23%	\$0.54	(\$0.11)	\$0.38	(\$0.16)
Camel(XNF)/Cig(Dutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	%	6 CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.35	(\$0.05)		0%			\$0.35	(\$0.05)
Week Ending	2/8/98	0%			100%	\$0.35	(\$0.05)	1	0%		1	\$0.35	(\$0.05)
Week Ending	2/15/98	22%	\$0.29	(\$0.30)	78%	\$0.35	(\$0.05)		0%			\$0.34	(\$0.10)
Week Ending	2/22/98	29%	\$0.29	(\$0.30)	71%	\$0.46	(\$0.07)		0%		- 1	\$0.41	(\$0.14)
Week Ending	3/1/98	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	- 1	0%		I	\$0.42	(\$0.22)
Week Ending	03/08/1998	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)		0%		ļ	\$0.42	(\$0.22)
Camel(XNF)/Oth	Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	%	CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	2%	\$0.26	(\$0.20)	71%	\$0.29	(\$0.14)		27%	\$0.51	(\$0.01)	\$0.35	(\$0.11)
Week Ending	2/8/98	0%		1	79%	\$0.31	(\$0.18)	2	21%	\$0.51	(\$0.01)	\$0.35	(\$0.15)
Week Ending	2/15/98	0%		ţ	81%	\$0.31	(\$0.18)	1	19%	\$0.49	(\$0.07)	\$0.35	(\$0.16)
Week Ending	2/22/98	0%		1	87%	\$0.33	(\$0.15)	1	13%	\$0.48	(\$0.15)	\$0.35	(\$0.15)
Week Ending	3/1/98	0%		1	89%	\$0.34	(\$0.15)	1	11%	\$0.51	(\$0.22)	\$0.36	(\$0.16)
Week Ending	03/08/1998	2%	\$0.21	(\$0.25)	87%	\$0.34	(\$0.14)	1	11%	\$0.51	(\$0.14)	\$0.36	(\$0.15)
Camel(XNF)/Sup	erMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	-%	6 CIV	Sav	Mrlboro	Sav	Mrlboro
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Weekly Trended - ALL STORES Pack Analysis

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		APG*	APG		APG	APG		APG	APG	APG	APG
				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv	% CIV	Sav	Mrlboro	% CIV	Sav	MILIDOLO	76 CIV	Jav	- MILIDOTO	341	
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Winston/CigOutlet	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending 2/8/98	0%		1	100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending 2/15/98	22%	\$0.29	(\$0.30)	78%	\$0.35	(\$0.05)	0%			\$0.34	(\$0.10)
Week Ending 2/22/98	29%	\$0.29	(\$0.30)	71%	\$0.46	(\$0.07)	0%			\$0.41	(\$0.14)
Week Ending 3/1/98	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%		į.	\$0.42	(\$0.22)
Week Ending 03/08/19	1	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%		1	\$0.42	(\$0.22)
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Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			0%			100%	\$0.50	\$0.00	\$0.50	\$0.00
Week Ending 2/8/98	0%			0%		i	100%	\$0.50	\$0.00	\$0.50	\$0.00
Week Ending 2/15/98	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 2/22/98	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 3/1/98	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 03/08/19	8 0%			66%	\$0.29	\$0 ,00	34%	\$0.50	\$0.00	\$0.36	\$0.00
							0,004		94-11	Care	Mrlboro
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	DIOGENIA
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Weekly Trended - ALL STORES Pack Analysis

		MOR	E AGGRE	SSIVE	WIT	HIN STRAT	TEGY		LESS	SS AGGRESSIVE APG APG		TOTAL	TOTAL
			APG*	APG		APG	APG	•		APG	APG	APG	APG
Doral/GasConv	ļ	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	6%	(\$0.22)	(\$0.54)	89%	(\$0.01)	(\$0.51)		6%	\$0.14	(\$0.62)	(\$0.01)	(\$0.52)
Week Ending	2/8/98	6%	(\$0.18)	(\$0.56)	91%	(\$0.00)	(\$0.55)		4%	\$0.17	(\$0.61)	(\$0.01)	(\$0.55)
Week Ending	2/15/98	4%	(\$0.17)	(\$0.64)	94%	(\$0.00)	(\$0.56)	1	2%	\$0.32	(\$0.86)	(\$0.00)	* (\$0.57)
Week Ending	2/22/98	4%	(\$0.17)	(\$0.64)	91%	\$0.00	(\$0.58)	į	5%	\$0.09	(\$0.38)	(\$0.00)	(\$0.57)
Week Ending	3/1/98	4%	(\$0.17)	(\$0.58)	91%	\$0.00	(\$0.59)		5%	\$0.09	(\$0.38)	(\$0.00)	(\$0.58)
Week Ending	03/08/1998	2%	(\$0.12)	(\$0.48)	97%	(\$0.00)	(\$0.55)	·	1%	\$0.15	(\$0.53)	(\$0.00)	(\$0.55)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.40)		0%			\$0.00	(\$0.40)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.40)		0%		- 1	\$0.00	(\$0.40)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.44)		0%		1	\$0.00	(\$0.44)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.55)		0%		1	\$0.00	(\$0.55)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.63)		0%		1	\$0.00	(\$0.63)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$0.63)		0%		1	\$0.00	(\$0.63)
Doral/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			90%	(\$0.01)	(\$0.48)		10%	\$0.18	(\$0.14)	\$0.01	(\$0.45)
Week Ending	2/8/98	0%			92%	(\$0.01)	(\$0.51)		8%	\$0.18	(\$0.14)	\$0.01	(\$0.48)
Week Ending	2/15/98	0%			95%	(\$0.01)	(\$0.52)		5%	\$0.26	(\$0.07)	\$0.01	(\$0.50)
Week Ending	2/22/98	0%			98%	(\$0.01)	(\$0.50)		2%	\$0.20	(\$0.30)	(\$0.00)	(\$0.50)
Week Ending	3/1/98	0%			95%	\$0.00	(\$0.52)		5%	\$0.26	(\$0.18)	\$0.01	(\$0.51)
Week Ending	03/08/1998	0%			95%	\$0.00	(\$0.51)		5%	\$0.26	(\$0.18)	\$0.01	(\$0.49)
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	(\$0.09)	(\$0.29)		0%			(\$0.09)	(\$0.29)
Week Ending	2/8/98	0%			100%	(\$0.08)	(\$0.27)		0%		ļ	(\$0.08)	(\$0.27)
Week Ending	2/15/98	0%			100%	(\$0.08)	(\$0.27)		0%		1	(\$0.08)	(\$0.27)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.41)		0%]	\$0.00	(\$0.41)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.41)		0%]	\$0.00	(\$0.41)
Week Ending	03/08/1998	0%		ļ	100%	\$0.00	(\$0.34)		0%			\$0.00	(\$0.34)
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Weekly Trended - ALL STORES Pack Analysis

		MORI	E AGGRE	SSIVE	WITI	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG			APG	APG	APG	APG
6.1. (00	1	% CIV	Kool	Newport	% CIV	Kool	Newport	1 1	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv	2/1/98	5%	(\$0.23)	(\$0.23)	88%	(\$0.00)	(\$0.04)	{	8%	\$0.12	(\$0.28)	(\$0.00)	(\$0.06)
Week Ending	2/8/98	5 % 4%	(\$0.23)	(\$0.23)	88%	(\$0.01)	(\$0.03)		8%	\$0.12	(\$0.28)	(\$0.01)	(\$0.06)
Week Ending	2/15/98	1%	(\$0.23)	(\$0.30)	91%	(\$0.01)	(\$0.06)		8%	\$0.12	(\$0.28)	(\$0.00)	(\$0.08)
Week Ending	2/22/98	2%	(\$0.30)	(\$0.30)	92%	(\$0.01)	(\$0.07)	lł	6%	\$0.10	(\$0.30)	(\$0.01)	(\$0.09)
Week Ending	3/1/98	2%	(\$0.30)	(\$0.30)	92%	(\$0.00)	(\$0.07)		6%	\$0.10	(\$0.30)	(\$0.00)	(\$0.09)
Week Ending Week Ending	03/08/1998	2%	(\$0.30)	(\$0.30)	94%	(\$0.00)	(\$0.07)		4%	\$0.10	(\$0.30)	(\$0.01)	(\$0.08)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
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Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$0.06)	(\$0.18)	1	0%		1	(\$0.06)	(\$0.18)
Week Ending	2/8/98	0%		ŀ	100%	(\$0.06)	(\$0.05)	1	0%			(\$0.06)	(\$0.05)
Week Ending	2/15/98	0%			100%	(\$0.06)	(\$0.05)	1	0%			(\$0.06)	(\$0.05)
Week Ending	2/22/98	0%		j	100%	(\$0.05)	(\$0.05)	1	0%			(\$0.05)	(\$0.05)
Week Ending	3/1/98	0%		l	100%	(\$0.05)	(\$0.05)	1	0%			(\$0.05)	(\$0.05)
Week Ending	03/08/1998	0%		Ì	100%	(\$0.05)	(\$0.08)		0%			(\$0.05)	(\$0.08)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	lt	% CIV	Kool	Newport	Kool	Newport
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Week Ending					99%						j		
*Average Price G	ap	<u>. </u>						j L	· .				

Weekly Trended - ALL STORES Pack Analysis

		MORI	E AGGRE	SSIVE	WITH	IN STRA	TEGY		LESS	AGGRE		TOTAL	TOTAL
			APG*	APG		APG	APG			APG	APG	APG	APG
	_	e/ OD4		04.15	R CN	C	Mrlboro	ı	% CIV	Sav	Mrlboro	Sav	Mriboro
Camel(XNF)/Gas		% CIV	Sav	Mrlboro	% CIV 93%	\$0.33	(\$0.10)		5%	\$0.38	\$0.12	\$0.33	(\$0.09)
Week Ending	2/1/98	2%	\$0.24	(\$0.05)			(\$0.10)		4%	\$0.64	(\$0.02)	\$0.35	(\$0.11)
Week Ending	2/8/98	2%	\$0.19	(\$0.11)	93% 95%	\$0.34 \$0.34	(\$0.11)		3%	\$0.74	\$0.00	\$0.35	(\$0.10)
Week Ending	2/15/98	1%	\$0.24	(\$0.05)	95%			1	2%	\$0.74	\$0.00	\$0.35	(\$0.09)
Week Ending	2/22/98	2%	\$0.18	(\$0.12)		\$0.34	(\$0.10)		3%	\$0.74	\$0.00	\$0.34	(\$0.09)
Week Ending	3/1/98	2%	\$0.18	(\$0.12)	95%	\$0.33	(\$0.10)			-		\$0.32	(\$0.03)
Week Ending	03/08/1998	2%	\$0.18	(\$0.12)	93%	\$0.31	(\$0.09)		5%	\$0.46	\$0.07	\$0.32	(30.00)
Camel(XNF)/Cig(Outlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Ì	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.38	\$0.00	Ì	0%			\$0.38	\$0.00
Week Ending	2/8/98	0%		1	100%	\$0.38	\$0.00		0%			\$0.38	\$0.00
Week Ending	2/15/98	0%		1	100%	\$0.47	(\$0.15)		0%			\$0.47	(\$0.15)
Week Ending	2/22/98	0%		i	100%	\$0.47	(\$0.15)		0%		ľ	\$0.47	(\$0.15)
Week Ending	3/1/98	0%		ı	100%	\$0.47	(\$0.15)		0%			\$0.47	(\$0.15)
Week Ending	03/08/1998	0%			100%	\$0.61	\$0.10		0%			\$0.61	\$0.10
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Camel(XNF)/Oth	Ex MI	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	[% CIV	Şav	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			90%	\$0.27	(\$0.06)		10%	\$0.45	(\$0.15)	\$0.29	(\$0.07)
Week Ending	2/8/98	0%			91%	\$0.27	(\$0.07)	ı	9%	\$0.45	(\$0.15)	\$0.29	(\$0.08)
Week Ending	2/15/98	0%		i	91%	\$0.29	(\$0.07)		9%	\$0.45	(\$0.15)	\$0.30	(\$0.08)
Week Ending	2/22/98	0%		- 1	91%	\$0.28	(\$0.08)		9%	\$ 0.45	(\$0.15)	\$0.30	(\$0.08)
Week Ending	3/1/98	0%		i	91%	\$0.28	(\$0.09)		9%	\$0.45	(\$0.15)	\$0.29	(\$0.09)
Week Ending	03/08/1998	9%	\$0.25	(\$0.25)	82%	\$0.27	(\$0.09)		9%	\$0.45	(\$0.15)	\$0.29	(\$0.11)
Camel(XNF)/Sup	nellité	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	ŀ	% CIV	Sav	Mrlboro	Sav	Mrlboro
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Weekly Trended - ALL STORES Pack Analysis

	MORI	E AGGRE	ESSIVE	WITH	IN STRA	TEGY	LE	SS AGGR	ESSIVE	TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG	APG	APG
Winston/GasConv	% CIV	Sav	Mriboro	% CIV	Sav	Mriboro	% CI	V Sav	Mrlboro	Sav	Mrlboro
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Winston/CigOutlet	% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	% CI	V Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.38	\$0.00	0%	-		\$0.38	\$0.00
Week Ending 2/8/98	0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending 2/15/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 2/22/98	1			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 3/1/98	0%		1	100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 03/08/	998 0%			100%	\$0.61	\$0.10	0%			\$0.61	\$0.10
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CI	V Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%	Jav		100%	\$0.27	\$0.00	0%			\$0.27	\$0.00
Week Ending 2/8/98	0%			100%	\$0.29	(\$0.02)	0%			\$0.29	(\$0.02)
Week Ending 2/15/98			- 1	100%	\$0.29	(\$0.02)	0%			\$0.29	(\$0.02)
Week Ending 2/22/98	4		4	100%	\$0.28	(\$0.02)	0%			\$0.28	(\$0.02)
Week Ending 3/1/98	0%			100%	\$0.28	(\$0.02)	0%			\$0.28	(\$0.02)
Week Ending 03/08/				100%	\$0.27	\$0.00	0%			\$0.27	\$0.00
•				4/ 207			A' 01	. Can	Mrlboro	Sav	Mrlboro
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CI	V Sav	MILIDOLO	Sav	WINDOIO
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Weekly Trended - ALL STORES Pack Analysis

		MOR	E AGGRE	SSIVE	WITH	IN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG	•		APG	APG	APG	APG
Doral/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	1 1	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			99%	(\$0.01)	(\$0.44)	i i	1%	\$0.00	(\$0.11)	(\$0.01)	(\$0.43)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.45)		0%			\$0.00	(\$0.45)
Week Ending	2/15/98	0%			100%	(\$0.00)	(\$0.46)		0%		-	(\$0.00)	(\$0.46)
Week Ending	2/22/98	1%	(\$0.25)	(\$0.57)	99%	(\$0.00)	(\$0.44)		0%]	(\$0.00)	(\$0.45)
Week Ending	3/1/98	1%	(\$0.25)	(\$0.57)	99%	(\$0.00)	(\$0.44)		0%		i	(\$0.01)	(\$0.44)
Week Ending	03/08/1998	1%	(\$0.25)	(\$0.57)	99%	(\$0.01)	(\$0.41)		0%			(\$0.01)	(\$0.41)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	 	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.38)	1 i	0%			\$0.00	(\$0.38)
Week Ending	2/8/98	0%		i	100%	\$0.00	(\$0.38)		0%			\$0.00	(\$0.38)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.62)	!!	0%			\$0.00	(\$0.62)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.62)		0%			\$0.00	(\$0.62)
Week Ending	3/1/98	0%		}	100%	\$0.00	(\$0.62)		0%		1	\$0.00	(\$0.62)
Week Ending	03/08/1998	0%		}	100%	\$0.00	(\$0.51)		0%			\$0.00	(\$0.51)
Doral/Oth Ex MI		% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro	!	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	(\$0.03)	(\$0.39)		0%			(\$0.03)	(\$0.39)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.02)	(\$0.38)	1	0%		- 1	(\$0.02)	(\$0.39)
Week Ending	2/15/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.38)	ŀŀ	0%		1	(\$0.01)	(\$0.39)
Week Ending	2/22/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.39)		0%		1	(\$0.01)	(\$0.39)
Week Ending	3/1/98	3%	(\$0.30)	(\$0.54)	97%	\$0.00	(\$0.39)	ŀ	0%		{	(\$0.01)	(\$0.39)
Week Ending	03/08/1998	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.41)	H	0%			(\$0.01)	(\$0.41)
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			93%	\$0.00	(\$0.33)	1	7%	\$0.00	(\$0.09)	\$0.00	(\$0.31)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.33)	l	0%			\$0.00	(\$0.33)
Week Ending	2/15/98	0%		İ	100%	\$0.00	(\$0.34)		0%		!	\$0.00	(\$0.34)
Week Ending	2/22/98	0%		ł	100%	\$0.00	(\$0.34)		0%			\$0.00	(\$0.34)
Week Ending	3/1/98	0%		1	100%	\$0.00	(\$0.33)		0%		Į	\$0.00	(\$0.33)
Week Ending	03/08/1998	5%	(\$0.25)	(\$0.53)	95%	\$0.00	(\$0.33)		0%			(\$0.01)	(\$0.34)
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Weekly Trended - ALL STORES Pack Analysis

		MORE	AGGRE	SSIVE	WITH	IIN STRA	TEGY	L	SS AGGRE	SSIVE	TOTAL	TOTAL
			APG*	APG		APG	APG		APG	ÁPG	APG	APG
Salem/GasConv	ļ	% CIV	Kool	Newport	% CIV	Kool	Newport	% CI	V Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$0.00)	(\$0.10)	0%			(\$0.00)	(\$0.10)
Week Ending	2/8/98	0%			97%	(\$0.01)	(\$0.10)	3%	\$0.10	(\$0.30)	(\$0.01)	(\$0.10)
Week Ending	2/15/98	0%			97%	(\$0.01)	(\$0.11)	3%	\$0.10	(\$0.30)	(\$0.01)	(\$0.11)
Week Ending	2/22/98	0%			98%	(\$0.02)	(\$0.09)	2%	\$0.10	(\$0.30)	(\$0.02)	(\$0.10)
Week Ending	3/1/98	0%			97%	(\$0.02)	(\$0.09)	3%	\$0.10	(\$0.30)	(\$0.02)	(\$0.10)
Week Ending	03/08/1998	0%			100%	(\$0.02)	(\$0.09)	0%			(\$0.02)	(\$0.09)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CI	V Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	\$0.15	\$0.15	0%	····		\$0.00	\$0.15
Week Ending	2/8/98	0%			100%	\$0.15	\$0.15	0%			\$0.15	\$0.15
Week Ending	2/15/98	0%			100%	(\$0.15)	(\$0.15)	0%		Ì	(\$0.15)	(\$0.15)
Week Ending	2/22/98	0%			100%	(\$0.15)	(\$0.15)	0%			(\$0.15)	(\$0.15)
Week Ending	3/1/98	0%			100%	(\$0.15)	(\$0.15)	0%			(\$0.15)	(\$0.15)
Week Ending	03/08/1998	0%			100%	\$0.15	\$0.15	0%			\$0.15	\$0.15
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CI	V Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.08)	0%			\$0.00	(\$0.08)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.07)	0%			\$0.00	(\$0.07)
Week Ending	2/15/98	0%			100%	(\$0.01)	(\$0.10)	0%			(\$0.01)	(\$0.10)
Week Ending	2/22/98	0%			100%	(\$0.01)	(\$0.10)	0%			(\$0.01)	(\$0.10)
Week Ending	3/1/98	0%		1	100%	(\$0.01)	(\$0.10)	0%			(\$0.01)	(\$0.10)
Week Ending	03/08/1998	0%			100%	(\$0.04)	(\$0.10)	0%			(\$0.04)	(\$0.10)
Salem/SuperMkt	·	% CIV	Kool	Newport	% CIV	Kool	Newport	% CI	V Kool	Newport	Kool	Newport
Week Ending		74 541			ļ		<u>-</u>					
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Week Ending					99%		į					
*Average Price G	ар				<u> </u>							

Weekly Trended - ALL STORES Pack Analysis

		MORE	AGGRE	SSIVE	WITH	IIN STRA	TEGY		LESS	AGGRE		TOTAL	TOTAL
	,		APG*	APG		APG	APG	•		APG	APG	APG	APG
A	ا	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Camel(XNF)/Gas Week Ending	2/1/98	4%	\$0.32	(\$0.27)	83%	\$0.35	(\$0.19)		13%	\$0.53	(\$0.16)	\$0.37	(\$0.19)
Week Ending	2/8/98	5%	\$0.32	(\$0.27)	82%	\$0.36	(\$0.21)		13%	\$0.59	(\$0.15)	\$0.39	(\$0.21)
Week Ending	2/15/98	5%	\$0.31	(\$0.27)	82%	\$0.37	(\$0.23)		12%	\$0.61	(\$0.14)	\$0.39	(\$0.22)
Week Ending	2/22/98	4%	\$0.33	(\$0.30)	85%	\$0.36	(\$0.24)	1	11%	\$0.62	(\$0.15)	\$0.39	(\$0.23)
Week Ending	3/1/98	4%	\$0.33	(\$0.30)	81%	\$0.36	(\$0.25)		15%	\$0.57	(\$0.17)	\$0.39	(\$0.24)
Week Ending	03/08/1998	7%	\$0.27	(\$0.20)	79%	\$0.36	(\$0.21)		14%	\$0.56	(\$0.14)	\$0.38	(\$0.20)
Camel(XNF)/Cige	Outlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Say	Mrlboro	Sav	Mriboro
Week Ending	2/1/98	0%			100%	\$0.26	(\$0.09)		0%			\$0.26	(\$0.09)
Week Ending	2/8/98	0%			100%	\$0.26	(\$0.09)		0%		İ	\$0.26	(\$0.09)
Week Ending	2/15/98	0%		- 1	100%	\$0.26	(\$0.09)		. 0%		[\$0.26	(\$0.09)
Week Ending	2/22/98	0%			100%	\$0.26	(\$0.09)		0%			\$0.26	(\$0.09)
Week Ending	3/1/98	0%		1	100%	\$0.26	(\$0.09)		0%			\$0.26	(\$0.09)
Week Ending	03/08/1998	0%			100%	\$0.26	(\$0.09)		0%			\$0.26	(\$0.09)
Camel(XNF)/Oth	Ex Mi	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.36	(\$0.25)		0%			\$0.36	(\$0.25)
Week Ending	2/8/98	0%		- 1	100%	\$0.35	(\$0.28)		0%		- 1	\$0.35	(\$0.28)
Week Ending	2/15/98	0%		1	100%	\$0.35	(\$0.28)		0%			\$0.35	(\$0.28)
Week Ending	2/22/98	0%			100%	\$0.35	(\$0.33)		0%		[\$0.35	(\$0.33)
Week Ending	3/1/98	0%		- 1	100%	\$0.35	(\$0.42)		0%		1	\$0.35	(\$0.42)
Week Ending	03/08/1998	0%		İ	100%	\$0.35	(\$0.43)		0%			\$0.35	(\$0.43)
Camel(XNF)/Sup	erMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
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Weekly Trended - ALL STORES Pack Analysis

	MORE	AGGRE	SSIVE	WITH	IIN STRA	TEGY	LESS	AGGRE	SSIVE	TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG	APG	APG
Winston/GasConv Week Ending Week Ending	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mriboro
Week Ending Week Ending Week Ending Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 2/8/98	0%		1	100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 2/15/98	0%		1	100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 2/22/98	0%		1	100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 3/1/98	0%		l	100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 03/08/1998	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Winston/Oth Ex MI Week Ending	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending Week Ending Week Ending											
Week Ending Week Ending											
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mriboro	Sav	Mrlboro
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Weekly Trended - ALL STORES Pack Analysis

		MORI	E AGGRE	SSIVE	WITE	IIN STRA	TEGY		LESS	AGGRE	SSIVE	TOTAL	TOTAL
	•		APG*	APG		APG	APG	-		APG	APG	APG	APG
- 40 0	1	8/ CN/	Şav	Mrlboro	% CIV	Sav	Mrlboro	. r	% CIV	Sav	Mriboro	Şav	Mrlboro
Doral/GasConv	24400	% CIV		(\$0.72)	87%	(\$0.00)	(\$0.55)	 -	2%	\$0.10	(\$0.59)	(\$0.01)	(\$0.57)
Week Ending	2/1/98	11%	(\$0.12)	(\$0.72)	89%	(\$0.00)	(\$0.59)		0%	44	(43.55,	(\$0.02)	(\$0.61)
Week Ending	2/8/98	11%	(\$0.15)	(\$0.75)	90%	(\$0.00)	(\$0.62)		0%		ļ	(\$0.02)	(\$0.64)
Week Ending	2/15/98	10%	(\$0.16) (\$0.17)	(\$0.75)	88%	(\$0.00)	(\$0.63)		0%		1	(\$0.02)	(\$0.65)
Week Ending	2/22/98	12% 12%	(\$0.17)	(\$0.75)	88%	(\$0.00)	(\$0.64)		0%		1	(\$0.02)	(\$0.65)
Week Ending Week Ending	3/1/98 03/08/1998	12%	(\$0.17)	(\$0.74)	88%	(\$0.00)	(\$0.58)		0%			(\$0.02)	(\$0.60)
- 1101 - 114		0/ 00/	6	Mrlboro	% CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/CigOutlet	011100	% CIV	Sav	Mriboro	100%	(\$0.02)	(\$0.38)	l H	0%		- WILLIEUTO	(\$0.02)	(\$0.38)
Week Ending	2/1/98	0%		ŀ	100%	(\$0.02)	(\$0.38)		0%		1	(\$0.02)	(\$0.38)
Week Ending	2/8/98	0%			100%	(\$0.02)	(\$0.38)		0%		1	(\$0.02)	(\$0.38)
Week Ending	2/15/98	0%			100%	(\$0.02)	(\$0.38)		0%		İ	(\$0.02)	(\$0.38)
Week Ending	2/22/98	0%			100%	(\$0.02)	(\$0.38)		0%			(\$0.02)	(\$0.38)
Week Ending	3/1/98	0% 0%			100%	(\$0.02)	(\$0.38)		0%			(\$0.02)	(\$0.38)
Week Ending	03/08/1998	0%			100%	(\$0.02)	(\$0.50)		U 78			(00.04)	144.4-7
Doral/Oth Ex MI		% CIV	Sav	Mriboro	% CIV	Sav	Mriboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.60)		0%			\$0.00	(\$0.60)
Week Ending	2/8/98	13%	(\$0.10)	(\$0.65)	87%	\$0.00	(\$0.65)	ŀ	0%		j	(\$0.01)	(\$0.65)
Week Ending	2/15/98	13%	(\$0.10)	(\$0.65)	87%	\$0.00	(\$0.65)		0%			(\$0.01)	(\$0.65)
Week Ending	2/22/98	13%	(\$0.10)	(\$0.65)	87%	\$0.00	(\$0.69)		0%			(\$0.01)	(\$0.69)
Week Ending	3/1/98	13%	(\$0.10)	(\$0.65)	87%	\$0.00	(\$0.80)		0%			(\$0.01)	(\$0.78)
Week Ending	03/08/1998	12%	(\$0.10)	(\$0.70)	88%	\$0.00	(\$0.80)		0%			(\$0.01)	(\$0.78)
Doral/SuperMkt		% CIV	Sav	Mriboro	% CIV	Sav	Mrlboro		% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98												
Week Ending	2/8/98			ł			Ī						
Week Ending	2/15/98										1		•
Week Ending	2/22/98	0%		ł	100%	\$0.00	(\$0.39)		0%		ĺ	\$0.00	(\$0.39)
Week Ending	3/1/98	0%		j	100%	\$0.00	(\$0.39)		0%		1	\$0.00	(\$0.39)
Week Ending	03/08/1998	0%		1	100%	(\$0.04)	(\$0.40)		0%		j	(\$0.04)	(\$0.40)
J													

Weekly Trended - ALL STORES Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE				TOTAL	TOTAL
		···	APG*	APG		APG	APG	_		APG	APG	APG	APG
Salem/GasConv Week Ending	2/1/98	% CIV	Kool	Newport	% CIV	Kool	Newport	F	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/8/98						İ						
Week Ending	2/15/98 2/22/98			1									
Week Ending Week Ending	3/1/98										-		
Week Ending	03/08/1998			İ	Ĭ						Ì		
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	E	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%	-		100%	\$0.25	(\$0.15)		0%			\$0.00	(\$0.15)
Week Ending	2/8/98	0%		J	100%	\$0.25	(\$0.15)		0%		J	\$0.25	(\$0.15)
Week Ending	2/15/98	0%			100%	\$0.25	(\$0.15)		0%			\$0.25	(\$0.15)
Week Ending	2/22/98	0%			100%	\$0.25	(\$0.15)		0%		1	\$0.25	(\$0.15)
Week Ending	3/1/98	0%			100%	\$0.25	(\$0.15)	ľ	0%			\$0.25	(\$0.15)
Week Ending	03/08/1998	0%			100%	(\$0.15)	(\$0.15)		0%		Ì	(\$0.15)	(\$0.15)
Salem/Oth Ex Mi		% CIV	Kool	Newport	% CIV	Kool	Newport	þ	% CIV	Kool	Newport	Kool	Newport
Week Ending Week Ending				1									
Week Ending					l		ł				1		
Week Ending				ļ	1		l				1		
Week Ending				Ī				1					
Week Ending											1		
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport		% CIV	Kool	Newport	Kool	Newport
Week Ending		76 CIV	<u> </u>	Newport	7.014	- 1001	Memport	ŀŀ	78 014	11001	146 WPOIL		rectipolit
Week Ending							Į.	.					
Week Ending							1				1		
Week Ending							i				ļ		
Week Ending				1	1			J]		
Week Ending				1	99%		- 1				ĺ		
recen Chaing													
	1							L					

CAMEL	MENT	HOL B1G1	F		·		
		TOL DIO				<u> </u>	
IMMEDIAT	E HEAVE	V-11P1					
			Kool & Salem have	the highest	COM in the	A Cyraguas	Division
7011774 000	giirronta w	Tiere (Vewport.	Roof & Salem nave	the mynest	SOM III (III	e Syracuse	DIVISION
Syracus	so 1006	AIM figur	roe		<u>-</u> .	<u> </u>	:
<u>Oylacu</u>	SC TWS	G/S	A/O			 	
Division	Newport	13.08%	11.77%				ļ
DIVISION	Kool	3.25%	3.54%				<u>i</u>
	Salem	4.23%			· · · · · · · · · · · · · · · · · · ·		! ;
	Salem	4.23%	10.61%				<u> </u>
162204	Newport	9.28%	9.17%				!
	Kool	2.85%	3.96%				!
	Salem	3.89%	4.66%			· · · · · · · · · · · · · · · · · · ·	
	Winston	7.89%	8.45%				1
		<u> </u>					<u> </u>
162207	Newport	15.91%	13.08%			· · · · · · · · · · · · · · · · · · ·	
	Kool	3.27%	3.82%				1
	Salem	4.56%	5.95%				<u> </u>
	Winston	4.92%	6.88%				<u> </u>
							1
162208	Newport	21.19%	17.20%				<u> </u>
	Kool	4.03%	4.92%			· - · · · · · · · · · · · · · · · · · ·	
	Salem	5.16%	7.02%				
	Winston	4.55%	6.59%				
162209	Newport	19.69%	16.04%				
	Koo	4.23%	4.08%				
	Salem	5.02%	6.09%				
	Winston	5.13%	6.11%	_			
Dagles	N. C. C. C. C. C. C. C. C. C. C. C. C. C.	10.510	45.546				
Region	Newport	12.54%	12.21%				
	Kool	3.18%	3.78%				
	Salem	3.49%	4.40%				
DIVISION	TOTALS=	65cases					
		Kline(162800))=42cases				
	·		14931)=16cases				
		Mutual(44700					

CAMEL MENTHOL B1G1F

September heavey-up! 162201- Potsdam, Canton Area. 2cases-N.Country Candy(468800) 1case-Grays Whis. (236370)

162202-Oswego Area. 2cases-Herkimer Whls.(278580) 1case-Auer & Co.(026300)

162203-Cortland, Hamilton, Ithaca, Syracuse Area's 3cases- Auer & Co.(026300) 5cases- F&T(180000??) 1case-Herkimer Whis. (278580) 3cases-Jones-McIntosh(533288)

162204-Binghamton Area 1case-Mountain Candy(1case-Mutual Whls.(447000) 1case-Tripi Foods(

162205-Cazenovia Area. 1case-Auer & Co.(026300)

162209-Wilkes-Вагте Area. 1case-Kline(162800)

TOTAL=17CASES.